

Curriculum vitae

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Full Professor
(Marketing & Applied Statistics)



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SUMMARY

SUMMARY	1
I. EDUCATION & DISTINCTIONS	2
I.1. EDUCATION.....	2
I.2. DISTINCTIONS AND AWARDS	2
I.3. FUNDINGS.....	3
II. APPOINTMENTS AND PROFESSIONAL ACTIVITIES	3
II.1. APPOINTMENTS	3
II.2. SUMMARY OF TEACHING ACTIVITIES	4
II.3. LOCAL RESPONSIBILITY (UNIVERSITY OF LILLE – FACULTY OF FINANCE, BANK, ACCOUNTING AND FACULTY OF MARKETING AND RETAIL MANAGEMENT)	6
II.4. COLLECTIVE RESPONSIBILITY (NATIONAL LEVEL)	6
III. RESEARCH AND PUBLICATIONS	7
III.1. PUBLICATIONS IN REFERRED JOURNALS	7
III.2. BOOKS AND BOOK CHAPTERS.....	13
III.3. PUBLICATIONS IN REFERRED CONFERENCES [SELECTION].....	14
IV. SCIENTIFIC ACTIVITIES.....	20
IV.1. VISITING	20
IV.2. REVIEWING ACTIVITIES AND CONFERENCE/SESSION CHAIR.....	21
IV.3. MEMBERSHIP AND LEADERSHIP IN ACADEMIC ASSOCIATIONS	23
IV.4. DOCTORAL STUDENTS SUPERVISION & PHD THESES COMMITTEE MEMBER	24
V. OTHER DETAILS.....	25
V.1. LANGUAGE AND COMPUTER SKILLS	25
V.2. INTERNATIONAL NETWORK (SELECTION).....	26

I. EDUCATION & DISTINCTIONS

I.1. EDUCATION

2016-2017	Qualification to full Professorship (by the French National universities' Committee - CNU)
2015-2016	Habilitation for doctoral thesis supervision (HDR) – University of Lille 2
2007-2011	Doctorate (PhD) in Management Science – University of Aix Marseille (CERGAM lab) – France (With the highest honor : <i>summa cum laude</i>) - Etienne THIL 2011 Conference Best Young Researcher Award - Sphinx 2012 Best Dissertation Award
2006-2007	Master 2 in Management Science - University of Aix Marseille 3 (CERGAM lab) – France [With honor : <i>cum laude</i>]
2004-2005	Bachelor in Management Science University of Aix Marseille 3 (FEA) – France [With honor: <i>cum laude</i>]
2001-2002	High school degree (Lycée Malick Sall – Louga - Sénégal) [With great honor: <i>magna cum laude</i>]

I.2. DISTINCTIONS AND AWARDS

2021-2022	Award of the French National Assembly
2020-2021	Best collective Book Award of the French National Management Academy (FNEGE) for the book <i>La valeur perçue en marketing. Perspectives théoriques et enjeux managériaux</i> , Presses Universitaires de Provence, Aix-Provence., edited by Mencarelli R. et Rivière A.
2018-2019	Award “Best Teacher of the year” of the African Association of Professional Education.
2017-2018	Excellence Reviewing Certificate – <i>Journal of Business Research</i> . Excellence Reviewing Certificate – <i>Journal of Retailing and Consumer Services</i> .
2016-2017	Best paper Award (Etienne THIL conference) delivered by the Federation of Commerce and Retailing (FCD).
2015-2016	Finalist of the French Academy of Management (FNEGE) Best paper Award.

- 2014-2015** Best paper Award - Academy of International Business (AIB) Conference (Miami | USA).
- 2011-2012** Sphinx 2012 Best Doctoral Thesis Award
- 2010-2011** Young researcher Best paper Award – Etienne THIL Conference

I.3. FUNDINGS

- 2023-2027** ANR Research grant – Project PEA DISCOM (University of Lille – University of Thies, Senegal): **2, 000, 000 euros** (training and research on commercialization of local products)
- 2023-2026** Erasmus+ MIC Grant: University of Lille – Université of Gaston Berger, Sénégal
- 2023-2026** Erasmus+ MIC Grant: University of Lille – Université of Carthage (IHEC), Tunisia.
- 2017-2018** Research grants: **9,500 €** (JRPA conference organization), in collaboration with Souad Djelassi.
- Finance and Retailing (FFBC-IMMD) Faculty (University of Lille 2): **1,500 €** (JRPA conference organization).
- 2016-2018** Project “Personal Information Controller Service (PICS)” (**2, 000, 000 €**) in collaboration with Pr Isabelle Collin-Lachaud (University of Lille 2) and other partners (Anyware Services, Business Card Associates, Gemalto, INRIA Toulouse, INSA Lyon, Softeam, University Paul Sabatier).
- 2015-2017** Project “innovative equipment” (**63 610 €**) in collaboration with Pr Nil Toulouse.
- 2009-2010** Funding « Aires culturelles » (Brazil) – University of Aix-Marseille (**1000 €**).
- 2008-2010** Project CAPES COFECUB (**6 000 €**) in collaboration with Pr Jean-Philippe.

II. APPOINTMENTS AND PROFESSIONAL ACTIVITIES

II.1. APPOINTMENTS

- 2017-** **Full Professor** – University of Lille – Institute of Retail Marketing and

present	Management (IMMD), France.
2019-2022	Advisor of President Emmanuel Macron (on education and research), Elysée Palace, France.
2016-2017	Associate Professor – University of Lille 2 – Institute of Retail Marketing and Management (IMMD), France.
2012-2016	Assistant Professor – University of Lille 2 – Institute of Retail Marketing and Management (IMMD), France.
2011-2012	Research and Teaching Fellow – ATER (full time position), Saint-Denis Institute of Technology, University Paris 13, France
2010-2011	Research and Teaching Fellow – ATER (mid-time position), Faculty of Applied Economics, University Aix Marseille 3, France.
2007-2010	Research and Teaching Assistant (full time position), Marseille Institute of Technology, University Aix Marseille 3, France.

II.2. SUMMARY OF TEACHING ACTIVITIES

Institution (period)	Courses in main positions
► University of Lille – Institute of Retail Marketing and Management & IAE Lille (2012- Present)	Artificial Intelligence, technology and marketing (Master 2) Data Driven Marketing (Master 2) Customer Relationship Management (Master 2) Retail brand equity (Master 2) International marketing (Master 2) International retail strategy (Master 2) Quantitative data analysis (Master 2) Panel data analysis (Master 1) Retail marketing (Bachelor 3) E-commerce (Bachelor 3)
► University of Paris 13 - Saint Denis Institute of Technology (2011-2012)	Mathematics / Applied statistics (Bachelor 2)
	Retail strategy (Bachelor 2)
► University of Aix-Marseille –	Marketing in Emerging markets (Master 2)

Faculty of Applied Economics (FEA) (2010-2011) (2012-present)	Basics of Marketing (Bachelor 2)
	Accounting (Bachelor 2)
► University of Aix Marseille – Marseille Institute of Technology (2007-2010)	Marketing (Bachelor 1)
	Research methodology (Bachelor 1)
	Management Control (Bachelor 2)
Institution – period	Other teaching activities
► INSEEC Business School Paris (2012 & 2013)	Quantitative data analysis (on SPSS – Master 2)
► IESEG School of Management Paris (2011 / 2012)	Statistics and Quantitative data analysis (Bachelor 1 to 3)
► Aix Marseille University – IAE Aix & FEG (2012 present)	Quantitative data analysis (Master 2 & Doctorate) International Retail Strategy (Master 2)
► University of Dakar (Senegal) – Polytechnic Graduate School (2012- present)	Retail management (Master 1) International Retail Strategy (Master 2)
► University Gaston Berger (Senegal) – Faculty of Economics and Management (2013-present)	Quantitative data analysis (SPSS - Amos – Master 2)
► University Assane Seck (Senegal) Faculty of Economics and Management (2014-2015)	Structural Equation Modeling (faculty members)
► BEM Dakar (Senegal) (2014-2015)	International marketing (Master 2)
► Catholic University of Leuven at Mons (Belgium) - (2014-2015)	Experimentation (Doctorate)
► University of Tours (IAE) Faculty of Law and Management (2015-2016)	International marketing (Master 2)
► University of La Reunion (IAE Saint-Denis) (2016-2018)	Retail marketing (Bachelor 3)
► ESAA Business School - Algiers (Algeria) (2017-present)	Customer Relationship Management (Bachelor 2) ; Retail marketing (Bachelor 3) Services' marketing (Master 2)

II.3. LOCAL RESPONSIBILITY (University of Lille – Faculty of finance, bank, accounting and Faculty of marketing and retail management)

- ☐ **Director of the Department Commerce and Retailing of IAE Lille Business School** (2021-present)

- ☐ **Director of the undergraduate program in management** (2017-2021) : five specializations :
 - Accounting
 - Bank / finance
 - Competition preparation
 - International finance
 - Retailing
 - DU retailing (La Réunion – IAE Saint-Denis)

- ☐ **Responsible of the Bachelor Level 3** at IMMD (2012-2017)

- ☐ **Responsible of the English track** at IMMD (since 2015)

- ☐ **Director of international relations** at IMMD (2015-2017)

II.4. COLLECTIVE RESPONSIBILITY (National level)

- ☐ **Member of the recruitment Committee –**
 - University Lille (2015-present): recruitment of non permanent, assistant and full professors (marketing – customer behavior – accounting/ finance)
 - University of Aix-Marseille (2021-2022): recruitment of assistant professors.
 - University of Littoral (2015-2016): recruitment of an Assistant professor (marketing & entrepreneurship)
 - University of Lille (2016-2017): recruitment of an Assistant professor (innovation management)
 - University of Strasbourg (2016-2017): recruitment of an Assistant professor (marketing and quantitative studies)
 - University of Aix-Marseille (2016-2017): recruitment of an Assistant professor (marketing)

- University of Strasbourg (2017-2018): recruitment of an Assistant professor (digital marketing)
- University of Lille (2017-2018): recruitment of a Full Professor (retailing and methodology)
- **Member of President Macron African Advisory Board at Elysée** (2019-present): in charge of education, research and professional insertion issues in Africa.
- **Associate Editor of “Revue Française de Gestion”** (2023-present), the leading management journal in the French speaking world.

III. RESEARCH AND PUBLICATIONS

Main areas of investigation

- Branding and retail brand: store brand, national brand, image perception, price perception, economic crisis, cross-cultural studies, France, emerging markets (Brazil, Colombia, Vietnam, ...).
- Innovation in retailing and services: commercial, social and technological, innovation, cross-channel retailing, sustainable tourism, France, developing countries (Morocco, Senegal, Tunisia, ...).

Main methodologies

- Structural equation modeling
- Econometrics of panel data
- Experiments & quasi experiments

III.1. PUBLICATIONS IN REFERRED JOURNALS

- 50** Djelassi, S., **Diallo, M.F.** and Osburg, V.-S. and Collin-Lachaud, I. **(2025)**, The double-edged sword effect of smartphone use on work performance: roles of perceived value, work–life balance, and work–family conflict before and during crises, *Journal of Management Studies*, Vol. No., pp. --- [HCERES A/ FNEGE 1/ CNRS 1]. DOI : ---

- 49 Gadekar, M., **Diallo, M.F.** and Osburg, V-S. (2025), Digital influencers in different cultural contexts: Effects of authenticity and value perceptions, *Internet Research*, Vol. 35 No. 3, pp.1353-1378 [FNEGE 4]. DOI : <https://doi.org/10.1108/INTR-07-2023-0577>
- 48 Perry, P., Osburg, V.S., Huq, F.A. and **Diallo, M.F.** (2025), Fashionable ethics: exploring ethical perspectives in the production, marketing, and consumption of fashion. *Journal of Business Ethics*, Vol. 196, 711–721 [HCERES A/ FNEGE 1/ CNRS 2]. DOI : <https://doi.org/10.1007/s10551-024-05913-7>
- 47 **48- Diallo, M.F. (2024)**, Marketing des services et tourisme durable en Afrique, *Juristourisme*, no 279, novembre, pp. 32-35.
- 46 Osburg, V.S., Yoganathan, Bartsch, **Diallo, M.F.** and Liu (2024), “How sustainable luxury influences product value perceptions and behavioral intentions: A comparative study of emerging vs. developed markets”, *Journal of Business Ethics*, Vol 191, pp. 713-738. [HCERES A/ FNEGE 1/ CNRS 2]. DOI : <https://doi.org/10.1007/s10551-024-05661-8>
- 45 Kaswengi J, **Diallo M.F.** and Aurier P. (2024), “Consumer purchase of terroir products in tough macro-economic conditions: A panel data investigation”, *Décisions Marketing*, Vol. 113, No 1, pp. 157-176.
- 44 **Diallo, M.F.**, Lambey, C., Hasanzade, V. and Osburg, V.-S. (2024), "Do socio-cultural factors affect the relationships between CSR and loyalty in retailing? A three-country investigation", *International Journal of Retail & Distribution Management*, Vol. 51 No 1, pp. 1-18. [HCERES B/ FNEGE 3 / CNRS 3] DOI: <https://doi.org/10.1108/IJRDM-07-2022-0257>
- Diallo, M.F. (2023)**, Ce que ChatGPT fait à l'enseignement, à la recherche et aux organisations, *Revue française de gestion*, 2023/5, N° 312, 9 -14. [HCERES B/ FNEGE 2/ CNRS 3]. Editorial.
- 43 Charinsarn, A. R., **Diallo, M.F.** and Lambey-Checchin, C. (2023), “How do cultural factors affect loyalty behaviour in retailing? The central role of social proximity”, *International Journal of Retail and Distribution Management*, Vol. 51 No. 4, pp. 523-545 [HCERES B/ FNEGE 3 / CNRS 3]. <https://doi.org/10.1108/IJRDM-09-2022-0314>
- 42 **Diallo, M. F.**, Diop-Sall, F., Leroux, E. & Vachon, M.A. (2022). How do tourism sustainability and nature affinity affect social engagement propensity? The central roles of nature conservation attitude and personal tourist experience. *Ecological Economics*, Vol. 200, October, 107503 [HCERES A/ CNRS 1].
- 41 **Diallo M.F.** et Diop-Sall F. (2022), Qualité de service, valeur perçue et intention d’achat dans un centre commercial innovant au Sénégal : effets des valeurs traditionnelles, *Management International*, 26(3), 210-226 [HCERES A/ FNEGE

2/ CNRS 3].

- 40 Osburg, V.S., Yoganathan, V. Fraser, M. and **Diallo M.F. (2022)**, Vi(In)Compatibilities in sustainable luxury signals, *Ecological Economics*, Vol. 196, june, 107430 [HCERES A/ CNRS 1].
- 39 Toti, J.F., **Diallo, M.F.** and Huaman Ramirez, R. (2021), "Ethical sensitivity in consumers' decision-making: the mediating and moderating role of internal locus of control", *Journal of Business Research*, Vol 131, pp. 168-182 [HCERES A/ FNEGE 2/ CNRS 2].
- Diallo, M.F.**, Djelassi, S. and Kumar, V. (2021), "Marketing and globalization: Challenges, trends and developments", Introduction to the special issue, *Recherche et Applications en Marketing*, Vol. 36, No 3, pp. 3-9 [HCERES A/ FNEGE 2/ CNRS 2].
- 38 **Diallo, M.F. (2021)**, « Marketing expérientiel en Afrique : analyse et implications stratégiques ou opérationnelles », *Juristourisme*, no 233, septembre, pp. 29-32.
- 37 Collin-Lachaud I. and **Diallo M.F. (2021)**, "Smartphone use during shopping and store loyalty: The role of social influence", *International Journal of Retail and Distribution Management*, Vol. 49 No. 5, pp. 678-697 [HCERES B/ FNEGE 3 / CNRS 3].
- 36 **Diallo M.F.**, Ben Dahmane Mouelhi N., Gadekar M. and Schill M. (2021), "CSR actions, brand value, and willingness to pay a premium price for luxury brands: Does long-term orientation matter?" *Journal of Business Ethics*, Vol. 169, pp. 241–260 [HCERES A/ FNEGE 1/ CNRS 2].
- 35 **Diallo M.F.**, Moulins J.L. and Roux E. (2020), "Unpacking brand loyalty in retailing: A three-dimensional approach to customer–brand relationships", *International Journal of Retail and Distribution Management*, Vol. 49, No. 2, pp. 204-222 [HCERES B/ FNEGE 3 / CNRS 3].
- 34 **Diallo M.F. (2020)**, "Marketing du tourisme en Afrique : Analyse socio-economique et implications ethico-juridiques", *Juristourisme*, n° 233, septembre, pp. 29-32.
- 33 Kaswengi J., **Diallo M.F.**, Akrouit H. and Valette-Florence P. (2020), "Choosing high-equity cosmetic brands in bad macroeconomic conditions: Evidence from panel data", *International Journal of Retail and Distribution Management*, Vol. 48, No. 4, pp. 305-325 [HCERES B/ FNEGE 3 / CNRS 3].
- 32 **Diallo M.F. (2020)**, « Perceived image and attitude towards private label brands in emerging countries: What moderation of store association to a local or international retailer? » *Recherche et Applications en Marketing*, Vol. 35, No. 3, pp. 58-85 [HCERES A/ CNRS 2 / FNEGE 2].
- Diallo M.F.**, Djelassi S. and Arnould E. (2019), « Marketing et management en milieu africain : enjeux et perspectives » - Introduction au cahier spécial, *Revue Management et Avenir*, No 109, Avril, pp. 97-84 [ranked HCERES C / FNEGE 3/ CNRS 4]. **Editorial paper.**

- 31 Schill M., Godefroit-Winkel D., **Diallo M.** and Barbarossa C. (2019), "Consumers' intentions to purchase smart home objects: Do environmental issues matter?" *Ecological Economics*, Vol. 161, No. July, pp. 176-185 [ranked HCERES A/ CNRS 1/ ABS 4].
- 30 **Diallo M.F.** and Collin-Lachaud I. (2019), "Impact of hedonic evaluation of technological innovations on revisit intention in a store digitalization context", *International Journal of Technology and Human Interaction*, Vol. 15 No. 4, pp. 38-53 [ranked HCERES C / FNEGE 4/ CNRS 4].
- 29 **Diallo, M.F.**, Diop-Sall F, Djelassi S. and Godefroit D. (2018), "How shopping mall service quality affects customer loyalty across developing countries: the moderation of the cultural context", *Journal of International Marketing*, Vol. 26 No. 4, pp. 69-84 [HCERES A/ FNEGE 2 / CNRS 2 / ABS 3].
- 28 Djelassi S., **Diallo M.F.** and Zielke, S. (2018), "How self-service technology experience evaluation affects waiting time and customer satisfaction? A moderated mediation model", *Decision Support Systems*, Vol. 111, pp. 38-47 [ranked HCERES A / FNEGE 1/ CNRS 2/ ABS 3].
- 27 Djelassi S., Godefroit D. and **Diallo M.F.** (2018), "Does culture affect the relationships among utilitarian and non-utilitarian values, satisfaction and loyalty to shopping centres? Evidence from two Maghreb countries", *International Journal of Retail and Distribution Management*, Vol. 46, No. 11/12, pp.1153-1169 [HCERES B/ FNEGE 3 / CNRS 3/ ABS 2].
- 26 **Diallo M.F.** and Seck A.M. (2018), "How store service quality affects attitude toward store brands in emerging countries: Effects of brand cues and the cultural context", *Journal of Business Research*, Vol. 86, No May, pp. 311-320 [classée HCERES A / FNEGE 2/ CNRS 2 / ABS 3].
- 25 Rivière A., Coutelle P. et **Diallo M.F.** (2018), « Les effets des stratégies de prix et de la valeur de magasinage sur la fidélité au magasin : quel rôle modérateur du format de magasin ? », *Décisions Marketing*, No 89, janvier-mars, pp. 85-104 [ranked HCERES B / FNEGE 3/ CNRS 3].
- 24 Akrou H. and **Diallo M.F.** (2017), "Fundamental transformations of trust and its drivers: A multi-stage approach to business-to-business relationships", *Industrial Marketing Management*, Vol. 66, No October, pp. 159-171 [ranked HCERES A / FNEGE 2/ CNRS 2/ ABS 3].
- 23 **Diallo M.F.**, Kaswengi J. and Lambey-Checchin C. (2017), « Influence du prix sur le choix des marques *discount* : Quels effets de la situation macro-économique ? » *Revue Française de Gestion*, Vol. 43, No 266 (June-July), pp. 111-125 [ranked HCERES A / FNEGE 2/ CNRS 3]. **Winner of the Federation of Commerce and Retailing 2016 Award.**
- 22 **Diallo M.F.** and Lambey-Checchin C. (2017), "Consumers' perceptions of retail business ethics and loyalty to the retailer: The moderating role of social discount practices", *Journal of Business Ethics*, Vol. 141, No 3, pp. 435-449 [ranked HCERES A / FNEGE 2 / CNRS 2/ ABS 3]. **Finalist of the French Academy of**

Management (FNEGE) Best paper Award.

- 21 **Diallo M.F.** and Siqueira J.R. (2017), "How previous positive experiences with store brands affect purchase intention in emerging countries: a comparison between Brazil and Colombia", *International Marketing Review*, Vol. 34, No 4, pp. 536-558 [ranked HCERES A/ FNEGE 2/ CNRS 3/ ABS 3]. **Winner of the Academy of International Business (AIB) Conference Award (Miami | USA).**
- 20 **Diallo M.F.** and Cliquet G. (2016), "Store image perceptions and customer knowledge cues in emerging markets: A cross-country investigation in Brazil and Vietnam", *International Journal of Retail & Distribution Management*, in press, Vol. 44, No 12, pp. 1182-1205 [ranked HCERES B/ FNEGE 3/ CNRS 3/ ABS 2].
- 19 **Diallo M.F.** and Kaswengi J. (2016), "What drives store brand purchases during crisis periods? Evidence from panel data in four product categories", *International Journal of Retail and Distribution Management*, Vol. 44, No 3, pp. 301-319 [ranked HCERES B/ FNEGE 3/ CNRS 3/ ABS 2].
- 18 Akrouit H., **Diallo M.F.**, Akrouit W. and Chandon J.L. (2016), "Affective trust in buyer-seller relationships: a two-dimensional scale", *Journal of Business and Industrial Marketing*, Vol. 31, No 2, pp. 260-273 [ranked HCERES B / FNEGE 3/ CNRS 3/ ABS 2].
- 17 **Diallo M.F.**, Diop-Sall F. et Seck A.M., (2015), « L'innovation perçue et ses conséquences dans les centres commerciaux modernes d'Afrique : L'exemple du Sénégal », *Revue Management et Avenir*, No 81, 57-79 [ranked HCERES C/ FNEGE 4/ CNRS 4/ equiv. ABS 1].
- 16 **Diallo M.F.**, Coutelle-Brillet P., Rivière A. and Zielke S. (2015), "How do price perceptions of different brand types affect shopping value and store loyalty?", *Psychology & Marketing*, Vol. 32, No 12, pp. 1133-1147 [ranked HCERES A/ FNEGE 2/ CNRS 3/ ABS 3]
- 15 **Diallo M.F.** (2015), "Drivers of store brand usage in an Asian emerging market: Evidence from Vietnam", *International Journal of Retail and Distribution Management*, Vol. 43, No 12, pp. 1144-1161 [ranked HCERES B / FNEGE 3/ CNRS 3/ ABS 2]
- 14 **Diallo M.F.**, Diop-Sall F., Leroux E. and Valette-Florence P. (2015), "Tourists' responsible behavior: The role of social engagement", *Recherche et Applications en Marketing*, Vol. 30, No 3, pp. 88-108 [ranked HCERES A / FNEGE 2/ CNRS 2 / equiv. ABS 3].
- 13 **Diallo M.F.**, Burt S. and Sparks L. (2015), "The influence of image and consumer factors on store brand choice in the Brazilian market: Evidence from two retail chains", *European Business Review*, Vol. 27, No 5, pp. 495-512 [ranked HCERES B / FNEGE 3/ CNRS 3/ ABS 2].
- 12 Kaswengi J. and **Diallo M.F.** (2015), "Consumer choice of store brands across store formats: A panel data analysis under crisis periods", *Journal of Retailing and Consumer Services*, Vol. 23, No 3, pp. 70-76 [ranked HCERES B / FNEGE

- 11 **Diallo M.F. (2014)**, « Etude de la perception gustative des marques de distributeur : Les implications en termes de communication marketing », *Communication et Management*, Vol. 11, No 2, pp. 41-55 [ranked HCERES (Sciences de l'Information et de la Communication)].
- 10 **Diallo M.F. (2014)**, « Le comportement du consommateur envers les marques de distributeur au Brésil: Une étude qualitative », *Revue Française de Gestion*, Vol. 40, No 243/2014, pp. 33-51 [ranked HCERES B / FNEGE 3/ CNRS 4/ equiv. ABS 2].
- 9 **Diallo M.F.**, Philippe J. and Seck A.M. **(2014)**, « La qualité de service dans la grande distribution brésilienne : effets sur l'intention d'achat de la marque de distributeur », *Economies et Sociétés* série EGS, No 15, 4/2014, pp. 695-718.
- 8 **Diallo M.F. (2014)**, « Les études quantitatives sur le tourisme durable : Une analyse des principaux travaux de recherche », *Revue Management et Avenir*, No 69/2014, pp. 203-220 [ranked HCERES C / FNEGE 4 / CNRS 4/ equiv. ABS 1].
- 7 **Diallo M.F.**, Chandon J.L., Cliquet G. and Philippe J. **(2013)**, "Factors influencing consumer behaviour towards store brands: Evidence from the French market", *International Journal of Retail and Distribution Management*, Vol. 41, No 6, pp. 422-441 [ranked HCERES B / FNEGE 2/ CNRS 3/ ABS 2].
- 6 Castro Lucas C., **Diallo M.F.**, Léo, P.-Y. and Philippe J. **(2013)**, "Do innovators perform abroad ? Findings from two producer's service sectors", *Service Industries Journal*, Vol. 33, No 3-4, pp. 392-408 [ranked JQL Harzing/ ABS 2].
- 5 Castro Lucas C., **Diallo M.F.**, Léo, P.-Y. and Philippe J. **(2013)**, "International performance and innovation in services: Preliminary findings from logistical and engineering consultancy services", *International Business Research*, Vol. 6 No 2, pp. 8-19.
- 4 **Diallo M.F. (2012)**, "Retailers' internationalization in emerging markets: A comparative study of a French and a local retailer's key success factors in Brazil", *International Business Research*, Vol. 5, No 10, pp. 91-99.
- 3 **Diallo M.F. (2012)**, "Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market", *Journal of Retailing and Consumer Services*, Vol.19, No 3, pp. 360-367 [ranked AERES B / FNEGE 3/ CNRS 3/ ABS 2].
- 2 **Diallo M.F.** and Philippe J. **(2011)**, "Stratégies internationales des distributeurs et choix des marques de distributeur: le cas du Brésil", *Revue Management et Avenir*, No 47/2011, pp. 223-239 [ranked AERES C / FNEGE 4/ CNRS 4/ equiv. ABS 1].
- 1 **Diallo M.F. (2009)**, "Foreign retailers' private label brands strategy in emerging markets: evidence from the Brazilian retail industry", *The Business Review*,

III.2. BOOKS AND BOOK CHAPTERS

- 20 Diop-Sall, F., **Diallo, M.F.** et Bidan, M. (2023), Prospective universitaire Afrique-France, in Deville, A. et Meir O. (Eds), *L'enseignement supérieur en transition: propositions pour l'avenir*, Editions EMS.
- 19 **Diallo, M.F. (2023)**, International branding in services, in Gallouj, F., Gallouj, C., Monnoyer, M.C. and Rubalcaba, L. (Eds), *Encyclopedia of Services*, pp. 477-479. Edward Elgar Editions.
- 18 Boudkhous H., Jilal R., **Diallo M. F.**, Djelassi S. (2022), Intelligence artificielle et éthique : Analyse des enjeux et risques pour les entreprises, in Collin-Lachaud I. (coord.), *Rêvolutions du commerce dans une société en transition*, Editions EMS.
- 17 Deslée, A., Collin-Lachaud, I. et **Diallo, M.F. (2022)**, Vers une responsabilité éthique des entreprises en matière d'usages de données personnelles du consommateur, in Collin-Lachaud, I. (coord.), *Rêvolutions du commerce dans une société en transition*, Editions EMS.
- 16 Ndione L.C., Diop-Sall F. et **Diallo M.F. (2022)**, *Consommation, commerce et culture en Afrique : Une analyse socio-économique*, Editions Harmattan, Paris.
- 15 **Diallo M.F (2020)**, La qualité de service dans le commerce de détail : effet sur l'attitude, la valeur perçue et l'intention d'achat de la marque de distributeur, in Gallouj C. et Paché G. (Eds), *Management des services : Convergences, contrastes et controverses*, Presses Universitaires de Provence, Aix-Provence.
- 14 Coutelle P. et **Diallo M.F. (2020)**, Effets du prix perçu des MDD sur l'image prix et la valeur perçue du magasin : Une étude empirique, in Mencarelli R. et Rivière A. (Eds), *La valeur perçue en marketing. Perspectives théoriques et enjeux managériaux*, Presses Universitaires de Provence, Aix-Provence.
- 13 **Diallo M.F.** and Kaswengi J. (Eds.) (2018), *In times of crisis: Perspectives and challenges of the 21st Century*, Nova Science Publishers, New York.
- 12 **Diallo M.F.** and Kaswengi J. (2018), Understanding factors affecting store brand purchase in times of crisis, in **Diallo, M.F.** and Kaswengi J. (Eds.) (2018), *In times of crisis: Perspectives and challenges of the 21st Century*, Nova Science Publishers, New York.

- 11 Castro Lucas C., **Diallo, M.F.**, Léo, P.Y. et Philippe J. (2017), Innovation et performance internationale des services, un modèle d'analyse, in Léo P.Y. et Philippe, J. (Ed.), *La relation de service à l'international: dimensions technologiques et culturelles*, L'Harmattan, Paris..
- 10 **Diallo M.F. (2017)**, Les marques de distributeur : vecteur du commerce international de détail, in Léo P.Y. et Philippe J. (Ed.), *La relation de service à l'international : dimensions technologiques et culturelles*, L'Harmattan, Paris.
- 9 **Diallo M.F.** and Fatou Diop-Sall (2017), How to market local food products in Africa: Evidence from Senegal, in Nelson W.D. (ed.), *Advances in Business and Management*, Nova Book Publishers, Volume 11, pp. 183-199.
- 8 **Diallo M.F.**, Kaswengi, J. and Gázquez-Abad J.C. (2015), The role of previous experience and marketing policy on consumer behaviour towards different Private Label categories, in F.J. Martínez-López *et al.* (2015), *Advances in National Brand and Private Label Marketing*, Springer Publishing, pp. 193-201.
- 7 **Diallo M.F. (2015)**, Consumer purchase behavior of private label brands in emerging markets: A theoretical framework, In A.M. Columbus (ed.), *Advances in psychology research*, Nova Press Publishers, New York, Vol. 109, pp. 33-45.
- 6 **Diallo M.F.** and Kaswengi J. (2014), Drivers of store brand choice over national brands in times of crisis: effect of marketing variables and socio-demographics, in Gázquez-Abad J.C. *et al.* (2014), *National brands and private labels in retailing*, Springer International Publishing, Switzerland, pp. 103-112.
- 5 **Diallo M.F.**, Diop-Sall F. et Seck A-M. (2014) (Coord.), *Gestion des activités publiques et privées en milieu africain : L'exemple du Sénégal*, Editions Harmattan, Paris.
- 4 **Diallo M.F.** et Seck A.-M. (2014), Le secteur de la grande distribution : analyse théorique et recommandations – Le cas du Sénégal, in Diallo M.F. *et alii* (in press), *Gestion des activités publiques et privées en milieu africain : L'exemple du Sénégal*, Editions Harmattan, Paris, pp. 35-61.
- 3 **Diallo M.F.**, Diop-Sall F. et Leroux E. (2013), Analyse du tourisme durable en milieu africain : L'exemple du Sénégal, in Leroux E. (2013), *Regards croisés sur le tourisme durable*, Harmattan, Paris, pp. 193-208.
- 2 **Diallo M.F. (2013)**, Retail branding issues in emerging countries: research insights and priorities, in Evans D. (2013), *Psychology of branding*, Nova Press Publishers, New York, pp. 97-110.
- 1 **Diallo M.F. (2011)**, *La perception de l'image de marque dans la grande distribution : l'exemple des produits - marques de distributeur*, Editions Universitaires Européennes, Sarrebruck [ISBN : 978-613-1-58738-2] (Disponible sur Amazon).

III.3. PUBLICATIONS IN REFERRED CONFERENCES [Selection]

- 63 Jidal, R., Djelassi, S. et **Diallo M.F. (2024)**, Les robots de service en magasin comme outils de « green nudge » vers une consommation responsable : entre appréhension et acceptation des consommateurs français, Colloque Marketing Digital (Paris Sorbonne, 5-6 septembre).
- 62 **Diallo, M.F.**, Coutelle, P. et Pantin-Sohier, G. et Saucède, F. (2024), Construire un projet ANR : application aux produits locaux et alimentaires, session spéciale ANR, Congrès Association Française de Marketing (Paris Dauphine, 6-7 juin).
- 61 Zghal, K. et **Diallo, M.F. (2024)**, « Réactions des consommateurs aux crises de marque : Quand la raison s'oppose à l'émotion, entre résistance et vengeance », 23ème JNRC, Rouen (14-15 novembre).
- 60 Zghal, K. et **Diallo M.F. (2024)**, Food crisis and scandal of communication, 23rd International Marketing Trends Conference (Italy, Venise, 18-20 January 2024).
- 59 Deslée A., Lancelot-Miltgen C., Collin-Lachaud I. et **Diallo M. (2022)**, Marketing research on consumer privacy: Towards new challenges, session spéciale, Actes du 38 ème Congrès de l'Association Française du Marketing, Tunis, 18-20 mai.
- 58 **Diallo, M.F.**, Huaman Ramirez, R., Siqueira J.R. et Toti, J.F. (2022), Comprendre les effets de l'image prix de la marque de distributeur à l'international, Colloque Etienne Thil, La Rochelle (12-13 octobre), France.
- 57 **Zghal, K., Diallo M.F.** et Khemakhem, R. (2021), La communication en situation de crise réputationnelle : Étude exploratoire du rôle des stratégies de réponses dans le processus psychologique de vengeance des consommateurs : Le cas de la marque H&M, Conférence LRM, Sfax, Tunisie.
- 56 **Diallo M.F.** and Siqueira J.R. (2020), Unpacking the relationships between brand experience and customer attitude: an empirical investigation, Academy of Marketing Science conference (online proceedings), Coral Grables, Baltimore, Florida, USA. Online.
- 55 Deslée A., Collin-Lachaud I. et **Diallo M.F. (2019)**, The importance of understanding consumer privacy literacy for omnichannel retailers, EAERCD Conference, Zaragoza (2-4 July), Spain.
- 54 Godefroit D., **Diallo M.F.** and Djelassi S. (2019), Shopping mall values, customer satisfaction and loyalty, *Academy of Marketing Science Conference*, Vancouver (29-31 mai), Canada.
- 53 **Diallo M.F.** and Siqueira J.R. (2018), Understanding how brand price image affects customer attitude across international markets: Evidence from Latin America, *Global Marketing Conference*, Tokyo (26-29 July), Japan.

- 52 **Diallo M.F. (2018)**, Diop-Sall F. et Djelassi S. (2018), Comprendre les facteurs d'achat et la perception du risque des produits alimentaires locaux transformés en Afrique, *SERGE DAYS – Congrès Association Sénégalaise des Sciences de Gestion*, Dakar (26-28 avril), Sénégal.
- 51 **Diallo M.F.** et Diop-Sall F. (2018), Evaluer l'impact des traditions dans les centres commerciaux: L'exemple de Sea Plaza, Sénégal, *Congrès Association Africaine de Marketing*, Yaoundé (09-11 avril), Cameroun.
- 50 Deslée A., Collin-Lachaud I. et **Diallo M.F. (2018)**, Les conséquences de la divulgation des données personnelles sur le vécu de l'expérience online du consommateur, *Congrès Association Française de Marketing*, Strasbourg (16-18 mai), France.
- 49 **Diallo M.F.** and Siqueira J.R. (2018), Effets de l'image prix sur l'attitude envers la marque de distributeur: Le cas de la Colombie, *Congrès Association Française de Marketing*, Strasbourg (16-18 mai), France.
- 48 **Diallo M.F.** and Collin-Lachaud I. (2018), Impact of hedonic evaluation of technological innovations on revisit intention in a store digitalization context, *International Conference on Emerging Information and Communication Technology Solution for Digital Transformation*, Pune (March 8), India.
- 47 Sassi I., Jendoubi-Askri S., Ben Dahmane-Mouelhi N. et **Diallo M.F. (2017)**, Expériences d'immersion et réactions des internautes : Le cas des marques de luxe, *Colloque sur le Luxe d'ISTEC Paris* (8 décembre), France.
- 46 **Diallo M.F.** and Lambey-Checchin C. (2017), Effects of corporate social responsibility on loyalty: Evidence from retail stores, *Proceedings Conference European Association for Education and Research in Commercial Distribution*, Dublin (4-6 July), Ireland.
- 45 **Diallo M.F.**, Kaswengi J., Lambey-Checchin C. et Ladhari R. (2017), Achat des produits équitables sous marques labellisées : comment la situation économique agit sur les effets des leviers marketing ? *Actes Congrès Association Française de Marketing*, Tours (17-19 mai), France.
- 44 Godefroit D., **Diallo M.F.** and Djelassi S. (2017), Effects of perceived value of a shopping mall: Evidence from Morocco, *IBCR International Conference*, Marrakech (April 24-27), Morocco.
- 43 **Diallo M.F.**, Kaswengi J. et Lambey-Checchin C. (2016), Prix et choix des marques : quelles leçons pour les enseignes de hard discount ?, *Colloque Etienne THIL*, Roubaix (13-14 Octobre), France. **Best paper Award delivered by the Federation of Commerce and Retailing (FCD).**
- 42 **Diallo M.F.**, Diop-Sall F., Leroux E. et Valette-Florence P. (2016), Tourist responsible behavior : the role of social engagement, *World Marketing Congress, Special session RAM*, Paris (July 19-23), France.

- 41 **Diallo M.F.** et Lambey-Checchin C. (2016), Relationships between CSR and customer loyalty: what lessons for retailers? *Conference RIODD*, Saint-Etienne (July, 6-8), France.
- 40 Djelassi S. et **Diallo M.F.** (2016), Déterminants de la satisfaction envers les technologies self-service et le magasin : médiation de la satisfaction à l'égard du temps d'attente, *Actes Congrès Association Française de Marketing*, Lyon (18-20 mai), France.
- 39 Kaswengi J., **Diallo M.F.**, Akrouit H. et Valette-Florence P. (2016), Effects of marketing variables and consumer characteristics on masstige brand choice under turbulence: Evidence from panel data, *Proceedings Monaco Symposium on Luxury*, Monaco (7-8 April), France.
- 38 Moulins J.L., Roux E. and **Diallo M.F.** (2016), Modelisation of consumer relationships with functional, affective and symbolic brands, *International Marketing Trends Conference*, (January, 21-23), Venice, Italy.
- 37 **Diallo M.F.** (2015), Comment utiliser l'image du magasin et l'image prix des marques de distributeur (MDD) pour favoriser l'attitude envers les MDD dans les pays émergents? *Journée AFM « Prix, Don, Gratuité et Valeur »* (10 Décembre), IAE Tours, France.
- 36 Rivière A., Coutelle P. et **Diallo M.F.** (2015), L'influence de la stratégie prix du distributeur sur la fidélité au point de vente : rôles de la *shopping value* et du format du magasin, *Journée AFM « Prix, Don, Gratuité et Valeur »* (10 Décembre), IAE Tours, France.
- 35 **Diallo M.F.**, Godefroit D. et Djelassi S. (2015), L'influence des valeurs non utilitaires de magasinage sur la fidélité au centre commercial: Application au Maroc et en Tunisie, *Actes Colloque Etienne Thil* (14-16 Octobre), Novancia Paris, France.
- 34 **Diallo M.F.** and Collin-Lachaud I. (2015), How technological innovations create value in an omnichannel retailing ecosystem ? *Proceedings Conference European Association for Education and Research in Commercial Distribution*, Rennes (1-3 July), France.
- 33 **Diallo M.F.**, Kaswengi J. and Gázquez Abad J.C. (2015), Understanding how store image affects consumer choice of local origin store brands, *Proceedings Conference European Association for Education and Research in Commercial Distribution*, Rennes (1-3 July), France.
- 32 Kaswengi J., **Diallo M.F.** and Gázquez-Abad J.C. (2015), The role of previous experience and marketing policy on consumer behavior toward private labels, *Proceedings Advances in National Brands and Private Labels Conference*, (June 24-26), Valencia, Spain.
- 31 **Diallo M.F.**, Godefroit D., Diop-Sall, F. et Djelassi, S. (2015), Qualité de service et fidélité au centre commercial: Une recherche multi-site en milieu africain, *Actes Congrès Association Française de Marketing* (20-22 mai), session spéciale Maroc, Marrakech, Maroc.
- 30 **Diallo M.F.** and Siqueira J.R. (2014), Previous experience with store brands and consumer behaviour in emerging countries, *Academy of International Business*

(AIB) Conference (October, 23-25), Miami, Florida, USA. **Conference Best paper Award** (track International Marketing and Social Responsibility).

See: <http://www.aibse.org/past-conferences/award-winners/>

- 29 **Diallo** M.F. and Diop-Sall F. (2014), Qualité de service dans un centre commercial moderne et intention d'achat : L'effet modérateur des valeurs traditionnelles africaines, *Conference African Management Society/ AMS* (8-11 mai), Cotonou, Bénin.
- 28 Kaswengi J. and **Diallo** M.F. (2014), Consumer brand purchase behaviour in times of crisis: Do store formats matter? *Colloquium on European Retail Research*, (September 25th – 27th), Bremen, Germany.
- 27 **Diallo** M.F., Coutelle P., Rivière A. and Zielke S. (2014), Comment l'image prix perçue du magasin influence-t-elle la fidélité du client selon différents formats de points de vente et différentes catégories de marques ? *Actes Congrès Association Française de Marketing*, (14-16 mai), Montpellier, France.
- 26 **Diallo** M.F. and Kaswengi J. (2014), Drivers of store brand choice over national brands in times of crisis: effect of marketing variables and socio-demographics, *Proceedings Advances in National Brands and Private Labels Conference*, (June 25-27), Valencia, Spain.
- 25 Moulins J.L., Roux E. et **Diallo** M.F. (2014), Un modèle tridimensionnel des relations à la marque : de l'image de marque à la fidélité, *Actes Congrès Association Française de Marketing*, (14-16 mai), Montpellier, France.
- 24 **Diallo** M.F., Diop-Sall F. et Leroux E. (2013), Les dimensions du tourisme durable : Application au cas du Sénégal, *Journées Scientifiques du Marketing* (28-29-30 novembre), Dakar, Sénégal.
- 23 Chanut O. and **Diallo** M.F. (2013), Core competences and franchisor reactivity in times of crisis: the franchisees' point of view, *Proceedings 16th Colloquium Etienne THIL* (2-4 october), Paris, France.
- 22 **Diallo** M.F. and Luong M.H. (2013), Consumer behaviour towards store brands in an emerging market: Evidence from Vietnam, *Proceedings 16th Colloquium Etienne THIL* (2-4 october), Paris, France.
- 21 **Diallo** M.F. and Seck A.M. (2013), Effect of retail service quality on store brand perceived risk and purchase intention: Evidence from the Brazilian market, *Proceedings Conference European Association for Education and Research in Commercial Distribution*, Valencia (3-5 july), Spain.
- 20 Pelet J.E., **Diallo** M.F. and Papadopoulou P. (2013), How can social networks systems be an m-commerce strategic weapon? Privacy concerns based on consumer satisfaction, *Proceedings EMAC Conference*, Istanbul (June, 4-6), Turkey.
- 19 **Diallo** M.F. (2013), Perceived price-image of store brands: concept, measurement and effect on purchase behavior, *Proceedings Congrès*

Association Française de Marketing (AFM), La Rochelle (may, 15-17), France.

- 18 Pelet J.E., **Diallo** M.F. and Papadopoulou P. (2013), Mobile commerce facilitators: Smartphone's interface ease-of-use combined with social network systems and global positioning system, *Proceedings Congrès Association Française de Marketing (AFM), La Rochelle (15-17 mai), France.*
- 17 Castro Lucas C., **Diallo** M.F., Leo, P.Y. and Philippe J. (2012), Innovation linked to business service internationalization: typology of innovation and influence of sectors and firm size, *Proceeding 22nd RESER Conference, Bucarest (September 20-22), Romania.*
- 16 **Diallo** M.F., Philippe J. and Seck A.-M. (2012), Retail service quality: influence on store brand purchase behaviour of global and local firms, *Proceeding 22nd RESER Conference, Bucarest (September 20-22), Romania.*
- 15 Castro-Lucas C., **Diallo** M.F., Léo P.Y. and Philippe J. (2012), Business service innovation and internationalization, *4^{ème} Colloque Entrepreneuriat, Innovation & DEveloppement (EIDDEV), Aix-en-Provence (15 juin), France.*
- 14 **Diallo** M.F., Diop-Sall, F. et Leroux E. (2012), Comprendre le tourisme durable en milieu africain: Le cas du Sénégal, *Actes 3^{èmes} Journées Scientifiques du Tourisme Durable, ESCEM Tours, Tours (21-22 juin), France.*
- 13 **Diallo** M.F. (2012), Store brand purchase behavior in an emerging market: Proposition and test of an integrative model, *INFORMS Marketing Science Conference, Boston University, Boston (7-9 june), Massachusetts, USA.*
- 12 **Diallo**, M.F. (2011), Facteurs explicatifs du comportement d'achat envers les marques de distributeur dans un pays émergent : Application au marché brésilien, *Actes 14^{ème} Colloque Etienne THIL, Roubaix (22-23 septembre), France. [Young Researcher Best Paper Award of the conference].*
- 11 Seck, A.-M. and **Diallo**, M.F. (2011), Analyse du comportement multi canal du client en termes d'évaluation : quels sont les facteurs influençant sa satisfaction globale ? *Actes 14^{ème} Colloque Etienne THIL, Roubaix (22-23 septembre), France.*
- 10 Tavares, E., Castro Lucas C., **Diallo** M.F., Léo, P.Y., Monnoyer, M.-C. and Philippe, J., (2011), The influence of using mobile ICT on service innovation capabilities, *Proceeding 21st RESER Conference, Hamburg (September 7-9), Germany.*
- 9 **Diallo** M.F. et Philippe J. (2011), Stratégies internationales des distributeurs et choix des marques de distributeur : le cas du Brésil, *Actes 1^{ère} journée de recherche des IUT sur la commercialisation, IUT Saint-Denis Paris (3 mars), France.*
- 8 Chandon, J.L., **Diallo**, M.F. and Philippe, J. (2011), Consumer choice of private label brands in the French market: proposition and test of a partial mediation model, *Proceedings 10th International Conference Marketing Trends, Paris*

(January, 20-22), France.

- 7 **Diallo M.F. (2011)**, “Les déterminants du choix des marques de distributeur dans un pays émergent : Une étude exploratoire appliquée au marché brésilien”, *Actes 10th International Conference Marketing Trends*, Paris (20-22, Janvier), France.
- 6 **Diallo, M.F. (2010)**, Private label brands’ purchase behavior and perception of Retail Service Quality: Evidence from two leading retailers in Brazil, *Proceedings 1st Brazilian Symposium on Services Science*, Brasilia (17-19, September), Brazil.
- 5 **Diallo M.F. (2010)**, Retail branding in emerging markets: modeling store brands’ choice in the Brazilian market, *Proceedings 1st EMAC Regional Conference*, Corvinus University, Budapest (September, 23-25), Hungary.
- 4 **Diallo, M.F. (2009)**, Perception de l’image de la marque de distributeur: une étude dans un contexte multiculturel, *Actes 12ème Colloque Etienne THIL – La Rochelle* (8 et 9 Octobre), France.
- 3 **Diallo, M.F. (2009)**, Perception of Private Label Brand image: A comparison between three different nationality consumer groups, *Proceedings 15th Conference of the European Association for Education and Research in Commercial Distribution (EAERCD)*, Guildford, University of Surrey (July, 15-17), United Kingdom.
- 2 **Diallo, M.F. (2008)**, Private Label Brands in international markets: Determinants of their choice by emerging market consumers, *Proceedings International Conference of the Business Economics Institute*, Las Vegas (December, 14-17), Nevada, USA.
- 1 **Diallo M.F. (2008)**, The strategic role of private label brands in emerging markets: A framework, *Proceedings European Conference for Academic Disciplines*, Gottenheim (December, 1-4), Germany.

IV. SCIENTIFIC ACTIVITIES

IV.1. Visiting

1. Visiting scholar, PPGA, University of Brasilia (Brazil) with Pr Eduardo R. de Vargas: May-June, 2009.
2. Visiting scholar, PPGA, University of Brasilia (Brazil) with Eduardo R. de

Vargas: June, 2010.

3. Visiting professor – University of Stirling | Institute of Retail Management (Scotland – UK) with Pr Steve Burt (President EAERCD): February 23, - March, 06, 2015.

4. Visiting professor - Georgia State University | J. Mack Robinson College of Business (Atlanta - USA) with Pr Kumar V. (Editor-In-Chief Journal of Marketing): October 17 - November 14, 2015.

IV.2. Reviewing activities and conference/session chair

Journal Editor

Associate Editor *Revue Française de Gestion* (2023-present)

Guest Editor *Journal of Business Ethics* (2024)

Guest Editor *Recherche et Applications en Marketing* (2022)

Guest Editor *Management et Avenir* (2021)

Journals referee:

- *Management International* (CNRS 3 / FNEGE 2)
- *Journal of Business and Industrial Marketing* (CNRS 3/ ABS 2)
- *Journal of International Marketing* (CNRS 2/ ABS 3)
- *Recherche et Applications en Marketing* (CNRS 2/ ABS 3)
- *Journal of Business Ethics* (CNRS 2 / ABS 3)
- *Journal of Business Research* (CNRS 2/ ABS 3)
- *Journal of Applied Statistics* (CNRS 3/ ABS 2)
- *Décisions Marketing* (CNRS 3/ FNEGE 3)
- *Management & Avenir* (CNRS 4/ FNEGE 3)
- *International Journal of Retail and Distribution Management* (CNRS 3/ ABS 2)
- *Journal of Retailing and Consumer Services* (CNRS 3/ ABS 2)
- *Revue Française de Gestion* (CNRS 4/ FNEGE 2)
- *Journal of Consumer Behaviour* (CNRS 4/ ABS 1)
- *Revue de l'Organisation Responsable* (CNRS 4/ FNEGE 4)
- *The Service Industries Journal* (ABS 2)

- *Economies et Sociétés*, Série EGS
- *The International Review of Retail, Distribution and Consumer Research* (ABS 2)
- *Journal of Business Theory and Practice* (Board member)
- *African Journal of Marketing Management*

Conferences referee:

- Monaco Symposium on Luxury (2014, 2016)
- Association Française de Marketing (Montpellier, 2014, Marrakech, 2015, Lyon 2016, Tours 2017 ; Strasbourg 2018)
- World Marketing Congress (Lima, Peru, 2013, Paris, 2016; Centerbury Christchurch, 2017)
- European Marketing Academy Conference (Istanbul, 2013, Valencia 2014)
- Etienne THIL Conference (Lille, 2012; Paris, 2013, 2014, 2015 ; Lille 2017, 2018)
- American Marketing Association Winter & Summer Conference (Nouvelle-Orleans, 2010; Boston, 2010; San Francisco, 2011; Chicago, 2012; Boston, 2013; 2014, Chicago, 2015; Orlando, 2017).
- International Marketing Trends Conference (Paris, 2011)
- European Association for Consumer Research Conference (London, 2010)
- European Association for Education and Research in Commercial Distribution Conference (Guildford, 2009; Valencia, 2013; Rennes, 2015).

Conferences and sessions chair :

- Conference Keynote speaker AAM Conference (African Marketing Association), Parakou, Benin, April 13-14, 2023.
- Conference Keynote speaker at COLBI Conference, Angers, France, June 22, 2023.
- Conference Chair of the colloquium of AIMTD (Sustainable tourism management association) at Tahiti 2022 and Cayenne 2023.
- Conference co-Chair of congress of the Senegalese Association of Management (Dakar, Senegal, 2022)
- Conference Chair at the Etienne THIL conference (French Retailing Association), La Rochelle, October 13–14, 2023.
- Conference Chair at the ASSG conference (Senegalese Management Academy), Dakar, Senegal, December 13–16, 2022.
- Conference Chair at the Etienne THIL conference (French Retailing Association), Lille, October 14–15, 2021.
- Conference Chair of the Etienne THIL conference (French Retailing

Association), ESCP Europe, Paris, October 10–11, 2019.

- Chair of the organizing Committee of the *Marketing Research Conference on African Countries* (JRMPA), Roubaix, November 28, 2019.

- Conference co-Chair of the *Research Conference on African Countries* (JRPA), Roubaix, November 30, 2017.

- Session Chair at the *Association Française de Marketing congress*, Tours, May 17-19, 2017.

- Session Chair at the *Etienne THIL conference*, Lille October 2016.

- Session Chair at the *European Association for Education and Research in Commercial Distribution conference* (track Strategic retailing), Rennes, July, 2015.

- Session Chair at the *Etienne THIL conference*, Lille, October 2012; Lille October 2016.

IV.3. Membership and leadership in academic associations

Co-chair of the SIG “Retailing in emerging countries” of the French Marketing Association (AFM), 2017-2019.

Founding member of the Marketing Research Association on African Countries (Association RMPA), Lille, 2017.

Member of EARCD (European Association for Education and Research in Commercial Distribution) since January 2010.

Member of ACR (Association for Consumer Research) 2010-2013.

Member of EMAC (European Academy of Marketing) 2010-2011.

Member of AFM (the French Marketing Association) since January 2011.

Member of Academy of Marketing Science 2016-2017.

Member of the Etienne THIL Association (main academic retail network in France) since 2016.

IV.4. Doctoral students/ HDR supervision & PhD theses Committee member

Doctoral students / HDR memoires supervised

- **Alex DESLEE** (University of Lille) « Respect de la vie privée et vulnérabilité du consommateur en ligne » (co-supervision with Pr Isabelle Collin-Lachaud). **Defended on April 6, 2021.**
- **Delphine GODEFROIT-WINKEL** (University of Lille) « Contribution à l'étude des réponses du consommateur face à l'innovation dans la distribution et à l'innovation dédiée à l'environnement ». **Defended on November 26, 2021.**
- **Awa Ndiaye CISSE** (University of Dakar, UCAD - ESP): « Innovation et performance commerciale des TPE : l'influence du réseau social en milieu africain » (co-supervision with Pr. Fatou Diop-Sall, University of Dakar, Senegal). **Defended on December 29, 2022.**
- **Khouloud ZGHAL** (University of Lille & University de Sfax - Tunisia) : « La marque en présence d'un phénomène de bad buzz : Vers un modèle intégrateur des facteurs d'influence d'une crise en ligne sur les comportements du consommateur » (co-supervision with Pr Romdhane Khemakhem). First enrolment : 2017 - **Defended on December 5, 2023.**
- **Thouraya BEN ACHMA** (University of Lille) : « Le shopper assembleur : Comprendre les parcours de shopping hybrides, entre canaux conventionnels et alternatifs, au prisme des antécédents, des motivations et de la logique d'assemblage agentiel. » (co-supervision with Ass. Pr Mohamed Slim BEN MIMOUN). **Defended on June 18, 2025.**
- **Redouane JILAL** (University of Lille) « Engagement envers les outils d'intelligence artificielle pour la durabilité » (co-supervision with Dr Souad Djelassi), First enrolment in 2023 – Defense expected in 2027.
- **Hoang Kien TRAN** (University of Lille) « Consumer use of new distribution channels in Vietnam : the case of Click & collect » (co-supervision with Pr Isabelle Collin-Lachaud), First enrolment in 2023 – Defense expected in 2027.
- **Louise Clémence Ana FAYE** (University of Lille & University of Thiès) : « Analyse des perceptions et des représentations des produits locaux : l'influence des pratiques de communication sur la construction des imaginaires collectifs au Sénégal » (co-supervision with Pr Abdou Karim FAYE), First enrolment in 2023 – Defense expected in 2027.

Member of thesis or HDR defense/ Award Committees

Thomas MAJD (Université Paris 13): thesis defended on September 9, 2015. (member)

Nawfal BAHHA (Université d'Aix-Marseille): thesis defended on November 15,

2016. (member & referee)

Ibrahim IDIR (Université Paris 13): thesis defended on December 12, 2017. (member & referee)

Anthony BEUDAERT (Université de Lille): thesis defended on June 12, 2018. (member)

Saeedeh REZAEI VESSAL (Université Grenoble Alpes): thesis defended on July 8, 2018. (member & referee)

Zhuo ZHANG (Aix-Marseille Université): thesis defended on September 26, 2018. (member & referee)

Kenan WSSOUF (Aix-Marseille Université): thesis defended on September 26, 2018. (member & referee)

Zineb ALAMI (Université de Nantes – Audencia Business School): thesis defended on October 11, 2018. (member & referee)

Hoang Phuong Linh NGUYEN (Université Jean Monet Saint-Etienne – Université de Lyon): thesis defended on October 9, 2020 (member & referee).

Magali JARA (université de Nantes): HDR defended on December 10, 2020 (member and referee).

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Member of the *Sphinx Best Dissertation Award Committee* (2013-2021).

Member of FNEGE Best dissertation thesis Committee (2022, 2023)

V. OTHER DETAILS

V.1. LANGUAGE AND COMPUTER SKILLS

Languages

French: Fluent – working tongue

English: Advanced – working tongue

Portuguese: some words

Computer skills

Pack Office: Word, Excel, Publisher, Powerpoint, etc.

Statistical software: SPSS, Stata, Sphinx, XL Stat, Smart PLS, Amos, Lisrel, Mplus, etc.

V.2. INTERNATIONAL NETWORK (selection)

Pr. Steve BURT, Ph.D, Professor of Retail Management, University of Stirling, Institute of Retail Management, Stirling, Scotland

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Pr. Hubert GATIGNON, Ph.D, Claude Janssen Chaired Professor of Business Administration, INSEAD. Associate Editor of *Journal of Marketing Research*.

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Pr. V. KUMAR, Ph.D, Regents Professor (Richard and Susan Lenny Distinguished Chair in Marketing), Mack Robinson College of Business | Georgia State University. EIC of *Journal of Marketing*.

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Pr Jonathan REYNOLDS, Ph.D Academic Director, Oxford Institute of Retail Management, Said Business School, University of Oxford.

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Pr Leigh SPARKS, Ph.D, Director of the Institute of Retail Management, University of Stirling (Scotland). EIC of *International Review of Retail Distribution and Consumer Research*.

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Pr Stephan ZIELKE, Ph.D, Director of the Walbusch Chair on multi channel management, University of Wuppertal (Germany).

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