



**Lars MEYER-WAARDEN**

**Full Professor Toulouse School of Management-TSM, University Toulouse Capitole**

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### **ACADEMIC QUALIFICATIONS**

- 2009 : Chaired Full-Professorship
- 2008 : **Accreditation to supervise research (HDR)** “An integrated approach for customer portfolio management”, University Toulouse Capitole.
- 2002 : **PhD** in Management Sciences, Co-Supervision Universities Pau (Pr. C. Benavent) & Karlsruhe (Pr. W. Gaul), Germany (KIT). Efficiency of loyalty programs- An investigation with the single source panel data”

### **ACADEMIC EMPLOYMENT**

- Since 2018: **Director Doctorate of Business Administration-DBA** Business Science Institute Bangkok
- Since 2018: **Vice Dean International Relations Asia** Toulouse School of Management
- Since 2018: **Head TSM Marketing Research Group** within TSM-Research (4 professors, 5 Associate Professors, 9 PhD students)
- Since 2011: University Toulouse Capitole: **Full Professor** in Marketing (**Director Dual Degrees** Master International Marketing of Innovation / MBA Assumption University Thailand, MBA Open University Hong Kong, MSc Tongji University Shanghai, MSc Betriebswirtschaft University Ingolstadt).
- **Courses taught at MBA/MSc/PhD/DBA level:** Advanced Marketing Management, CRM & Big Data, Efficiency of loyalty programs and complaint management, Digital/Social Media Marketing, Innovation Marketing and Technology Acceptance, Research Designs in Management.
- 2009-2016: EM Strasbourg Business School: **Full Professor** in Marketing (**Director Research Group in Marketing**, 25 researchers)
- 2002-2009: University Toulouse 3: Associate-Professor in Marketing

### **Supervision Accreditation to supervise research**

- Castéran H., University Toulouse (defense 2021) : Approaches for Big Data Customer Management & Marketing performance measurement
- Munzel A., University Toulouse (defense 12/2018) : Social Interactions in online environments: understanding the digitally empowered consumer (now Professor at university Montpellier)
- Simon F., University Strasbourg (defense 07/2015), Multichannel relational brand communication: a contribution for relationship marketing (now professor at university Colmar)

### **PhD Supervision**

- Pavone G. (defense in 2021), Artificial Intelligence, smart cars, chat bots in Marketing
- Maximilian Schwing (defense in 2022), P2P Platforms in Marketing
- Vincent Favarin (defense in 2023), Smart Technologies and Marketing: The Use of IoT and Artificial intelligence as well as their impact on consumer behavior

### Already defended

- Attie E. (defense in 2019), The connected consumer: A theoretical framework as well as empirical examination of consumer adoption/consequences of the IoT and smart connected objects
- Cloarec J. (defense in 2019), The personalisation privacy paradox in the attention economy
- Castéran G. (defense 2016), An empirical investigation of antecedents of brand loyalty: The role of product category, marketing mix and consumer-related characteristics in the light of niche brands proliferation, Co-supervision with Pr. Chrysochou Aarhus Business School
- Hanana J. (defense 7/2014), Impact of electronic Word of Mouth on Customer Behavior
- Casteran H. (2010), The long term impact of sales promotions on Customer Lifetime Value and Customer Equity (09/2010; Dean at EM Strasbourg Business School since 2016

### **PUBLICATIONS**

#### Books

- Meyer-Waarden L. (2015), Management de la fidélisation - De la stratégie aux technologies digitales, Ed. Vuibert
- Geyer-Schulz A. & Meyer-Waarden L. (2014), Consumer Empowerment & Emerging consumer behaviors, Eds. KIT
- Meyer-Waarden L., (2012), Management de la fidélisation –De la conception d’une stratégie aux technologies pour réinventer le marketing relationnel, Vuibert Paris : **best management book award 2012** (FNEGE & European Foundation for Management Development)
- Meyer-Waarden L., (2004), La fidélisation client- Stratégies, pratiques et efficacité des outils du marketing relationnel, Eds. Vuibert, Paris, (**Best PhD Thesis FNEGE award**).

#### Journals with peer review

1. Suoniemi S., Meyer-Waarden L., Munzel A., Zablah A., Straub D. (2021), “Big Data and Firm Performance: The Roles of Market-Directed Capabilities and Business Strategy”, *Information & Management*, to appear (HCERES A, CNRS 2)
2. Meyer-Waarden et al. (2020), “How Service Quality Influences Customer Acceptance and Usage of Chatbots?”, *Journal of Service Management Research*, 4(1). 35 – 51 (HCERES B, CNRS 3)
3. Castéran G., Chrysochou P., Meyer-Waarden L. (2019), “Brand loyalty evolution and the impact of category characteristics”, *Marketing Letters*, 30(1), 57-73 (HCERES A, CNRS 2)
4. Munzel A., Galan J.P., Meyer-Waarden L. (2018), “Getting ahead and Getting by on Social Networking Sites? The Role of Social Capital in Happiness and Well-Being”, *International Journal of Electronic Commerce*, 22(2), 232-257 (HCERES A, CNRS 2)

## PUBLICATIONS

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5. Munzel A., Meyer-Waarden L., Galan J.P. (2018), “The social side of sustainability: Well-being as a driver and an outcome of social relationships and interactions on social networking sites”, *Technological Forecasting and Social Change*, 130, 14-27 (HCERES A, CNRS 2)
6. Meyer-Waarden L. (2015), “Effects of loyalty program rewards on store loyalty”, *Journal of Retailing & Consumer Services*, 24, 22-32, (HCERES B, CNRS 3)
7. Meyer-Waarden L., Dawes J., Driesener C. (2015) “The longitudinal évolution of repeat purchase behavior in the US and UK, *Journal of Business Research*, 68, 425-32, (HCERES A, CNRS 2)
8. Meyer-Waarden L, A., & Sabadie 2014. Complaint Management and the Role of Relationship Quality. *Customer & Service Systems*, 1(1): 59-68 (n/a)
9. Meyer-Waarden L, A., & Casteran 2014. The Long-Term Impact of Sales Promotions on Customer Equity. *Customer & Service Systems*, 1(1): 19-24 (n/a)
10. Meyer-Waarden L., Benavent C., Castéran H. (2013), “The impact of loyalty programs’ gratifications on purchase behavior according to purchasing strategies”, *International Journal of Distribution & Retail Management*, 41, 3. 201-25 (n/a)
11. Meyer-Waarden L. (2013), “The impact of rewards on frequent flyer programs’ perceived value and loyalty”, *Journal of Service Marketing*, 27,3. 183-94 (HCERES B, CNRS 3)
12. Meyer-Waarden L. & Volle P. (2012), Editorial about the future of CRM, *Recherche & Applications en Marketing* », 4 (HCERES A, CNRS 2)
13. Dawes J., Meyer-Waarden L. et al. (2012),”It’s a Dirichlet World: Modeling Individuals’ Loyalties Reveals How Brands Compete, Grow, and Decline”, *Journal of Advertising Research*, 52, 2, 203-13 (HCERES A, CNRS 3)
14. Meyer-Waarden L. & Benavent C. (2009), Retail loyalty program effects: Self-selection or purchase behavior change?, *Journal of the Academy of Marketing Science*, 37,3, 345-58 (HCERES A, CNRS 1)
15. Meyer-Waarden L. (2008), “The influence of loyalty programme membership on customer purchase behaviour”, *European Journal of Marketing*, 1 (HCERES B, CNRS 3)
16. Meyer-Waarden L. (2007), “The impact of Loyalty Programs on lifetime duration and customer share of wallet?”, *Journal of Retailing*, 83,2 (Emerald Citation of Excellence Award 2011 chosen as one of the top 50 articles from the top 300 management publications worldwide that have had proven impact since 2007) (HCERES A, CNRS 2)
17. Meyer-Waarden L. (2006), “The impact of loyalty programmes on repeat purchase behaviour “, *Journal of Marketing Management*, 22, 1-2, February. 61-88.
18. Meyer-Waarden L. (2006), “Stratégies, pratiques et efficacité des outils de CRM “, *Revue Banque*, 676. 34-36 (n/a)

19. Meyer-Waarden L. (2005), “Une comparaison empirique de la validité prédictive de plusieurs méthodes d’Analyse Conjointe“, *Recherche et Applications en Marketing*, 20, 3. 39-58 (HCERES A, CNRS 2)
20. Meyer-Waarden L., Banelis M., Rungie C., Riebe E. (2005) “Do higher spending households buy a greater variety of brands? : an Application of repertoire regression”, *Marketing Bulletin*, 10-17, 16. (n/a)
21. Meyer-Waarden L. & Benavent C. (2004), Programmes de Fidélisation : Stratégies, Pratiques, Evolutions et Perspectives, *Revue Française du Marketing*, No.196 (n/a)
22. Meyer-Waarden L. (2003), “Programmes de fidélisation et opportunités de segmentation“, *Décisions Marketing*, 4, 19-30 (HCERES B, CNRS 3)

#### Conference Proceedings with peer review

1. Cloarec J., Meyer-Waarden L., Munzel A. (2019), Happiness as a Driver of Social Exchanges, AMA conference Chicago
2. Cloarec J., Meyer-Waarden L., Munzel A. (2019), Happiness as a Driver of Social Exchanges, EMAC conference Hamburg
3. Cloarec J., Meyer-Waarden L., Munzel A. (2019), Happier with the Internet thanks to Social Networking Sites: An Affective and Cognitive Framework, AFM conference Le Havre
4. Pavone G., Meyer-Waarden L., Munzel A. (2019), The effect of communication styles on customer attitudes: a comparison of human-chatbot versus human-human interactions, AFM conference Le Havre
5. Attie A., Meyer-Waarden L. (2018), Influence of IoT and sleeping applications on consumer well-being, European Marketing Academy Conference, Glasgow
6. Cloarec J., Meyer-Waarden L., Munzel A., (2018), Privacy Calculus in the Sharing Economy, European Marketing Academy Conference, Glasgow
7. Suoniemi, S., Meyer-Waarden, L. Munzel A. (2017) Big Data –Driven Marketing. Academy of Marketing Science Conference. San Diego.
8. Attie E. & Meyer-Waarden L. (2017), A theoretical model to explain the adoption of the Internet of Things, European Marketing Academy Conference, Groningen
9. Cloarec J., Meyer-Waarden L., Munzel A. (2017), L'intention de divulgation d'informations pour de la personnalisation dans un contexte de commerce social, AfM conference Tours
10. Cloarec J., Meyer-Waarden L., Munzel A. (2017), Le rôle des systèmes de notation dans la divulgation d'informations pour des recommandations personnalisées, AfM conference Tours
11. Suoniemi S., Meyer-Waarden L., Munzel A., Olkkonen R. (2017), Big Data Resources, Marketing Capabilities, and Firm Performance, American Marketing Association, Orlando
12. Suoniemi S., Meyer-Waarden L., Munzel A., Olkkonen R. (2016), Big Data Analytics Use in CRM : Antecedents & Performance Implications , International Colloquium of Relationship Marketing, Toulouse
13. Cloarec J., Meyer-Waarden L., Munzel A. (2016), The influence of

## **PUBLICATIONS**

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happiness with the Internet on intention to disclose information for personalized recommendations, International Colloquium of Relationship Marketing, Toulouse.

14. Meyer-Waarden L. (2016), The effects of loyalty programs rewards' timing, tangibility and image compatibility on value perception and store loyalty, European Marketing Academy Conference, Oslo
15. Attie E. & Meyer-Waarden L. (2016), A theoretical model incorporating social influence and cognitive processes to explain the adoption of the Internet of Things and smart connected objects, European Marketing Academy Conference, Oslo
16. Castéran G., Chrysochou P., & Meyer-Waarden L. (2016), The Signaling Effect of Price on Private Label and Organic Food Brands, European Marketing Academy Conference, Oslo
17. Munzel A., Galan J.P., & Meyer-Waarden L. (2015), Too many friends ? The Effects of Online Social Network Size and Intimacy on Happiness Through Social Capital, EMAC Conference, Leuven
18. Castéran G., Chrysochou P., & Meyer-Waarden L. (2015), The impact of price on behavioural loyalty on organic food brands, EMAC Conference, Leuven
19. Castéran G., Chrysochou P., & Meyer-Waarden L. (2015), The impact of market related characteristics on brand loyalty. A longitudinal investigation with consumer panel data, EMAC, Leuven
20. Castéran H., Chrysochou P. & Meyer-Waarden L. (2014), Determinants of the Long-Term Impact of Price Promotions on Customer Lifetime Value Components, AfM conference, Marrakech
21. Munzel A., Galan J.P., & Meyer-Waarden L. (2014), Too many friends ? The Effects of Online Social Network Size and Intimacy on Happiness Through Social Capital, Int. Conf. of Relationship Marketing, New Castle
22. Castéran G., Chrysochou P., & Meyer-Waarden L. (2014), Do organic and fair trade brands develop higher excess loyalty ?, French-German Workshop about consumer behaviors: Is the digitally empowered customer a happy customer ?, Montpellier
23. Duguet J., & Meyer-Waarden L., (2014) Collaborative Consumption and Well Being – A netnography of the www. Covoiturage.fr car sharing website, French-German Workshop about consumer behaviors: Is the digitally empowered customer a happy customer ?, Montpellier
24. Klarmann M., Meyer-Waarden L., & Munzel A, (2014), The personalization-privacy paradox for digitally empowered customers and the impact on happiness, Fr.-Ger. Workshop about behaviors: Is the digitally empowered customer a happy customer ?, Montpellier
25. Castéran H., Chrysochou P. & Meyer-Waarden L. (2014), Impact of Sales Promotions on Customer Lifetime Value and Customer Equity, EMAC conference, Valencia.
26. Castéran G., Chrysochou P. & Meyer-Waarden L. (2014), The longitudinal Evolution of Brand Loyalty in Denmark, EMAC conference, Valencia

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27. Meyer-Waarden L., Dawes J. & Driesener C. (2014), The longitudinal evolution of repeat purchase behavior in the US and UK, EMAC conference, Valencia
28. Hanana J. & Meyer-Waarden L. (2014), Impact of eWOM on consumer behaviors, AfM conference, Montpellier
29. Castéran H. & Meyer-Waarden L. (2013), Impact of Sales Promotions on Customer Lifetime Value and Customer Equity, EMAC conference, Istanbul
30. Galan J.P., Giraud M., & Meyer-Waarden L. (2013), A theoretical extension of the Technology Acceptance Model, EMAC conference, Istanbul
31. Galan J.P., Giraud M., & Meyer-Waarden L. (2013), A theoretical extension of the Technology Acceptance Model, AFM conference, La Rochelle
32. Meyer-Waarden L. & Sabadie W. (2013), La qualité de la relation permet-elle de diminuer les compensations financières dans le cadre du management des réclamations ? , AFM conference, La Rochelle
33. Castéran H. & Meyer-Waarden L. (2013), “Impact of Sales Promotions on Customer Lifetime Value”, AFM conference, La Rochelle
34. Meyer-Waarden L. & Sabadie W. (2013), Complaint Management and the role of relationship quality, French-German Workshop about emerging consumer behaviors: Consumer Empowerment vs Consumer Power, Karlsruhe Institute of Technology
35. Castéran H. & Meyer-Waarden L. (2013), “The Long-Term Impact of Sales Promotions on Customer Equity, French-German Workshop about emerging consumer behaviors: Consumer Empowerment vs Consumer Power, Karlsruhe Institute of Technology
36. Meyer-Waarden L & Sabadie W. (2012), “The impact of relationship quality on complaint management”, EMAC conference, Lisbonne
37. Dawes J., Meyer-Waarden L. & Driesner C. (2012), “The evolution of Repeat Purchase Behavior in the USA and UK”, AFM conference, Brest
38. Dawes J., Meyer-Waarden L. & Driesner C. (2011), “The evolution of
  - o Repeat Purchase Behavior”, AFM conference, Bruxelles
39. Meyer-Waarden L., & Benavent C., (2010), “Vector autoregressive (VAR) persistence modeling to test the long term effects of marketing actions”, EMAC (European Marketing Academy) Conference, Copenhagen
40. Castéran H., Meyer-Waarden L., & Benavent C., (2010), “The integration of monetary variables into the Pareto/NBD and BG/NBD models for Customer Lifetime Value conference”, French-German Conference for Quantitative Marketing , Vienna
41. Meyer-Waarden L., (2009), The theory of extrinsic/intrinsic motivation applied to the problematics of gratifications within loyalty program, EMAC (European Marketing Academy) Conference, Nantes
42. Meyer-Waarden L., & Benavent C., (2009), “Vector autoregressive (VAR) persistence modeling to test the long term effects of loyalty programs”,

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AFM (French Marketing Academy) conference, London

43. Dawes J., Driesner C. & Meyer-Waarden L. (2008), "Has Brand Loyalty Declined ? The evolution of Repeat Purchase Behavior over 40 years", Australian & New Zealand Marketing Academy Conference, Sydney
44. Casteran H., Meyer-Waarden L., Benavent C. (2008), Application of latent class models to purchases in the retailing sector and comparison with the Pareto/NBD formulation, Conference Nouvelles Tendances en Marketing, ESCP, Venise, Janvier.
45. Casteran H., Meyer-Waarden L., Benavent C. (2007), Incorporating covariates into the Pareto/NBD model: An Empirical Comparison of Alternative Lifetime Value models, Third German-French-Austrian Conference on Quantitative Marketing, ESSEC
46. Meyer-Waarden L., Benavent C., Casteran H., (2007), L'impact différencié des gratifications des programmes de fidélisation sur le comportement d'achat en fonction des orientations d'achat, AFM conference, Aix-les-Bains
47. Casteran H., Meyer-Waarden L., Benavent C. (2007), Une évaluation empirique des modèles NBD pour le calcul de la Valeur Actualisée Client dans le domaine de la grande distribution, AFM Conference, Aix-les-Bains
48. Meyer-Waarden L., (2006), Effects of gratifications on loyalty program utilities-A replication, E.Thil conference, La Rochelle
49. Meyer-Waarden L., (2006), Effects of gratifications on loyalty program utilities, EMAC conference, Athens
50. Meyer-Waarden L., (2006), Les effets des gratifications sur l'utilité des programmes de fidélisation, AFM Conference , Nantes
51. Meyer-Waarden L. and Benavent C., (2006), La théorie de la motivation extrinsèque et intrinsèque appliquée à la problématique des gratifications des programmes de fidélisation, AFM Conference , Nantes
52. Meyer-Waarden L. and Benavent C., (2005), " The impact of loyalty programs on behavior. An outlook", AFM conference, Nancy.
53. Meyer-Waarden L. (2005), CRM tools and their impact on repeat purchase behaviour, Congress Academy of Marketing Science, Münster.
54. Meyer-Waarden L. (2004), "Loyalty Programs and their impact on Repeat Purchase Behaviour- an extension", EMAC Conference, Murcia
55. Meyer-Waarden L. (2004), "Do Loyalty Programs modify purchase behaviour ?", EMAC conference, Murcia
56. Banelis Melissa, Meyer-Waarden Lars, Riebe Erica, Rungie Cam (2004) Portfolio Regression: Do Higher Spending Households buy a Greater Variety of Brands? Australian & New Zealand Marketing Academy Conference, Wellington.
57. Meyer-Waarden L. (2003), "Loyalty Programs and their impact on Repeat Purchase Behaviour", ANZMAC Conference, Adelaide
58. Meyer-Waarden L. (2003), " The impact of loyalty programs on behavior", 18 E. Thil conference, La Rochelle
59. Meyer-Waarden L. & Benavent C., (2002), "The impact of loyalty

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- programs on consumption: a selection effect and/or a purchase behavior modification. An empirical investigation on the “single source” panel BehaviorScan”, 18. AFM conference, Lille.
60. Meyer-Waarden L. & Benavent C., (2002), “ Loyalty Programs: Strategies and Practice – Part II “, ESCP, January, Paris
  61. Meyer-Waarden L. & Benavent C., (2001), “ Programmes de fidélisation : Stratégies et Pratiques “, 17. AFM conference, Deauville.
  62. Benavent C., Crié D. and Meyer-Waarden L., (2000), “Analysis of the Efficiency of Loyalty Programs“, The 3<sup>rd</sup> AFM French-German Conference about Retailing and Distribution in Europe, St. Malo , June
  63. Meyer-Waarden L. & Zeitoun H. (2000), “ Une comparaison empirique de la validité prédictive de la Méthode de Composition, de l’Analyse Conjointe et de l’Analyse Conjointe Hybride“, 16. AFM Conference, Montréal, Mai.

### Book chapters

1. Attié E. & Meyer-Waarden L. (2018) The Acceptance Process of the Internet of Things: How to Improve the Acceptance of the IoT Technology. In D. Simões, B. Barbosa, & S. Filipe (Eds.), *Smart Marketing With the Internet of Things* (pp. 21-45). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-5763-0.ch002
2. Meyer-Waarden L. & Sabadie W. (2017) Les facteurs clés dans le management de la réclamation, in *Management de l'insatisfaction client : Transformer le pépin en pépite*, ed. Meyronin B., Jullien M.L., Bourrier S., Eds. Dunod Paris
3. Castèran, H., Meyer-Waarden L., & Reinartz W. (2017), “Retention and Churn Modelling” in *Handbook of Market Research*, ed. Christian Homburg, Martin Klarmann, Arnd Vomberg, Springer.1-33
4. Munzel A. Meyer-Waarden L., Galan J.P. (2014): Are You Happy, My Friend ? Effects of Online Social Interactions via Social Networking Sites, dans : S. Bartsch & C. Blümelhuber (Eds.), *Always Ahead im Marketing – Offensiv, digital, strategisch*, Festschrift für Anton Meyer, Gabler, Heidelberg, 491-508.
5. Meyer-Waarden L. (2011) La fidélité est-elle une affaire de points, in *Les courses ordinaires* eds. I. Barth, Eds. Harmattan, Paris
6. Meyer-Waarden Lars (2007) Les perspectives des programmes de fidélisation et du CRM, in *Analyses et Perspectives en Marketing*, eds. F. Salerno , Eds. Vuibert, Paris
7. Meyer-Waarden L. (2005). Loyalty Programs and Their Impact on Repeat Purchase Behaviour: An Extension on the “Single Source” Panel BehaviorScan. Daniel Baier, Reinhold Decker, Lars Schmidt-Thieme (eds), In *Data Analysis and Decision Support*, Springer, Berlin, 257 –268.
8. Munzel A., Galan J.P., & Meyer-Waarden L. (2014), Too many friends ? The Effects of Online Social Network Size and Intimacy on Happiness A. Meyer Eds, Gabler Munich



## Press Articles & Media

### PUBLICATIONS

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- Action Co (2017), <http://www.actionco.fr/Thematique/business-1018/fideliser-10087/Breves/Grande-distribution-quel-est-reel-interet-programme-fidelisation-322377.htm#pgD5UWMHImLaTQ6.97>
- Tribune in *Le Monde* : Quand les marques enrôlent les consommateurs » [http://www.lemonde.fr/idees/article/2013/06/17/quand-les-marques-enrolent-les-consommateurs\\_3431708\\_3232.html](http://www.lemonde.fr/idees/article/2013/06/17/quand-les-marques-enrolent-les-consommateurs_3431708_3232.html) (17 June 2013)
- Tribune in *Les Echos* « Programmes de fidélité : comment leur redonner plus d'efficacité » (11 Feb 2013) :
- Interview in *Touleco* « Lars Meyer-Waarden, le chercheur toulousain qui critique les cartes de fidélité » (Jan 2013) : <http://www.touleco.fr/Lars-Meyer-Waarden-le-chercheur-6485.html>
- Interview *Le Monde* « Les consommateurs n'ont jamais été fidèles », in "ToulouseMag" (Dec 2012) : <http://www.crm-toulouse.fr/files/Documents/Toulouse-Mag-12.pdf>
- Interview in *20 Minutes* « Les cartes de fidélité peinent à séduire les consommateurs » (Nov 2012) : <http://www.20minutes.fr/economie/1045286-cartes-fidelite-peinent-seduire-consommateurs>
- Interview Television Fr 3 (Nov 2012): [http://www.youtube.com/watch?feature=player\\_embedded&v=fXF3v-XZTLO](http://www.youtube.com/watch?feature=player_embedded&v=fXF3v-XZTLO)
- Interview in *Le Monde* « En finir avec le mythe du consommateur fidèle (27. Aug 2012) : [http://www.lemonde.fr/economie/article/2012/08/27/en-finir-avec-le-mythe-du-consommateur-fidele\\_1751674\\_3234.html](http://www.lemonde.fr/economie/article/2012/08/27/en-finir-avec-le-mythe-du-consommateur-fidele_1751674_3234.html)
- Interview in *Le nouvel Economiste* (March 2010), « Reward programs that reward »
- Interview in *Hotel and Transport Review* (2010), « Reward programs in the tourism sector »
- Interview in *Globalflight* (2007), « How to personalize rewards within Frequent Flier Programs according to purchase orientations »
- *Marketing Direct Expo* (Paris, April 2007) : « L'avancée de la connaissance client grâce aux derniers progrès de l'analyse marketing » ;
- *Marketing Direct Expo* (Paris, April 2007) : « Gérer la réponse marketing direct dans le contexte actuel des NTIC » ;
- *Marketing Direct Expo* (Paris, April 2007) : « Développer des campagnes de Marketing Direct Multicanal grâce aux Progrès de la personnalisation et du Print on demand »
- Interview in *Minotaure* (Dec 2003), Enfin fidèles ? p.49
- Interview in *Points de vente*, N.887, 27 May 2002, Reinventer la fidélisation
- 2017: **University Toulouse: Organization International Conference for Relationship Marketing & doctoral colloquium** at the (with A. Munzel IAE Toulouse) over 3 days (participation of 180 international researchers)

### SCIENTIFIC ACTIVITIES

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- Since 2015: **TSM, Head Master MSc Research in Marketing**
- Since 2012: **Member scientific council** university Toulouse Capitole
- Since 2011: **TSM Head Master M2 International Marketing of Innovative Technologies (Creation Double diploma** degree with MBA Assumption University Bangkok <http://www.iae-toulouse.fr/master-international-marketing>)
- 2009-2016: EM Strasbourg Business School, Humanis Institute, **Head of Research Marketing & IT Systems.**
- 2003-2009: Laboratoire Gestion & Cognition University Toulouse, **Head of Research Marketing.**
- 2003-2009: **Member scientific council** university Toulouse Paul Sabatier
- Since 2001: **Head of a French-German research group about emerging consumer behaviors, big data, CRM** (25 researchers of the universities Toulouse, Strasbourg, Montpellier, Lyon, Karlsruhe, Paderborn, Eichstätt)
  - 2001-14: **Organization of 11 French-German colloquiums** financed by the German DAAD & the French/ German ministries of education (participation of 40 researchers).
  - 2013: **Creation of a French-German academic journal** “*Customers & Service Systems*” (with Pr Geyer-Schulz, Karlsruhe Institute of Technology), Co-chief Editor <http://www.ksp.kit.edu/9783731501787>)

## INTERNATIONAL ACTIVITIES

- Since 2003: **Visiting professor** (lectures & research projects)
  - Open University Hong Kong (every year 1 week)
  - Aarhus Business School (every year 1 week)
  - Karlsruhe Institute of Technology, Germany (every year 4 weeks)
  - Assumption University, Bangkok (every year 4 weeks)
  - Ehrenberg/Bass Institute, South-Australia (2003, 2008, 2017)
  - Western-Australia University, Perth (2 months in 2003, 2008, 2015)
  - University of Economics Hanoi and Ho Chi Minh Ville (2011-2014)

## HONORS

- 2013: **Finalist Syntec best management book award** for “*Management de la fidélisation*”, Ed.Vuibert
- 2012: **FNEGE & European Management Foundation Best Management Book Award** for “*Management de la fidélisation*”
- 2012: **Nomination for the Novella** (Best Toulouse Researcher Award; organized by the city of Toulouse)
- 2011: **Emerald Management Reviews Citations of Excellence Award** “The effects of loyalty programs on customer lifetime duration and share of wallet” (Jnl. of Retailing, 2007). Most cited article since 2007 (Anne-Wil Harzing, “Publish or Perish” citation index) within 300 management journals (e.g. HBR; Jnl. of Finance; Jnl. of Marketing; Jnl. of Marketing Research; Strategic Mmt. Jnl.; Acad.. of Mmt. Jnl.).
- 2004: **French Direct Marketing Association Award** for outstanding research in CRM
- 2003: **French Management Science Academy (FNEGE) P.h.D. Award**
- 2003: **French Marketing Academy (AFM) P.h.D. Award**

	<ul style="list-style-type: none"> <li>• 2003: “<b>Casino Retailing P.h.D. Award</b>” for outstanding research in CRM</li> <li>• 2003: “<b>Auchan Retailing P.h.D. Award</b>” for outstanding research in CRM</li> </ul>
<p><b>EDITORIAL BOARDS</b></p>	<ul style="list-style-type: none"> <li>• 2013-2019: <b>Co-Chief editor (with Pr. Geyer-Schulz)</b> for the French-German academic journal “<i>Customers &amp; Service Systems</i>”</li> <li>• 2012: <b>Co-Chief editor journal special edition</b> about CRM “<i>Recherche et Applications en Marketing</i>” (cat 2 CNRS).</li> <li>• 2009-2016: <b>Editorial Board</b> “<i>Recherche et Applications en Marketing</i>” (cat 2 CNRS)</li> </ul>
<p><b>LANGUAGES</b></p> <hr/>	<ul style="list-style-type: none"> <li>▪ <b>German (Mother tongue)</b></li> <li>▪ French fluent</li> <li>▪ English fluent</li> </ul>