Elodie GENTINA

PhD Marketing

Full Professor, Marketing

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EDUCATION

2013 HDR Marketing, University of Lille 2, France

2008 PhD Marketing, University of Lille 2, France

2005 Graduate ESC Lille (SKEMA Business School), Ecole Supérieure de Commerce, France

RESEARCH INTERESTS

Generation Z

PROFESSIONAL EXPERIENCE

ACADEMIC:

2023 - Present Professor, IÉSEG School of Management, Lille, France

2017 - Present Associate Professor, IÉSEG School of Management, Lille, France

2008 - 2017 Associate Professor, Skema Business School, Lille, France

2005 - 2007 Teaching and Research Assistant, University of Lille 2, Lille, France

COURSES TAUGHT

- Comportement du consommateur
- Innovation management
- Marketing and innovation
- Market research
- Comprendre le comportement du consommateur et de l'acheteur
- Research methodology

- Research method
- Gaining marketing insight
- Generational marketing
- marketing de innovation
- Structural equation modeling
- Social networks and marketing
- Marketing and innovation
- Marketing intelligence
- mix marketing
- Marketing creativity and entrepreneurship
- Marketing introduction

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Gentina E., (2026), Acheter, vendre, échanger : la révolution mode de la génération Z, *Survey Magazine*, 1(1), pp. 1-2

Gentina E., (2026), Fidélisation des talents : comment la Gen Z change les règles du jeu en entreprise, *Courrier cadres*, 1(1), pp. 1

Gentina E., (2026), La facture cachée du désengagement au travail, *Courrier cadres*, 1(1), pp. 1

Gentina E., (2026), La Gen Z tue le marketing aspirationnel., *Survey Magazine*, 1(1), pp. 1-2

Gentina E., (2026), Le retour du physique : pourquoi les pop-ups et expériences IRL séduisent encore ?, *Marketing magazine*, 1(1), pp. 1

Gentina E., (2026), Marketing nostalgique : pourquoi les Z aiment hier autant que demain, *Marketing magazine*, 1(1), pp. 1

Gentina E., Chen R., Rowe F., (2026), The Effect of Online Social Networks on Theory of Mind among Adolescents , *Information and Management*, 63(June), pp. 104343

Bailly S., Daniel C., Leyrat C., Gentina E., Magnus Mesmer J., Guidice R., (2025), Falling asleep on the job: The efficacy of a short app-based mindfulness intervention to improve sleep quality and quantity within the workforce, *Stress and Health*, 41(1), pp. 70017

Gentina E., (2025), Covid-19, cinq ans après : quelles conséquences sur la santé mentale des jeunes ?, *Harvard Business Review (France)*, xx(xx), pp. xx

Gentina E., (2025), De mère en fille : comment le marketing se réinvente grâce aux échanges intergénérationnels, *Marketing magazine*, 1(1), pp. 1

Gentina E., (2025), Et si le bureau était notre nouvelle tribu ?, *Courrier cadres*, 1(1), pp. 1-2

Gentina E., (2025), Faut-il recruter son propre remplaçant ?, *Harvard Business Review (France)*, 1(1), pp. 1-2

Gentina E., (2025), Génération Z : la crise de santé mentale que les entreprises ne peuvent plus ignorer, *Courrier cadres*, 1(1), pp. 1

Gentina E., (2025), La génération Z : cible globale ou locale ?, *Survey Magazine*, T4(2025), pp. 9-10

Gentina E., (2025), Pourquoi le pot de Noël ne suffit plus à engager les salariés, *Courrier cadres*, 1(1), pp. 1

Gentina E., (2025), Quand les générations se rencontrent: Réinventer le management, *Cahiers français*, 447(1), pp. 72-80

Gentina E., (2025), Repenser la fidélité à l'ère de la collaboration et de la Gen Z, *Marketing magazine*, 1(1), pp. 1

Gentina E., (2025), Repenser sa stratégie média pour cibler la Génération Z, *Survey Magazine*, 4(4), pp. 14

Gentina E., Daniel C., (2025), L'engagement en pleine conscience : une étude des effets de la pleine conscience sur l'engagement organisationnel affectif, *Revue de Gestion des Ressources Humaines*, 137(Juillet-août), pp. 39-57

Chowdhury C., Daniel C., Gentina E., (2024), Mindfulness, Spiritual Well-Being, and Sustainable Consumer Behavior, *Journal of Cleaner Production*, 455(2024), pp. 142293

Gentina E., (2024), Comment fidéliser la génération Z en entreprise ?, *Harvard Business Review (France)*, xx(xx), pp. xx

Gentina E., (2024), Faire appel à l'IA pour toucher la génération Z ?, *Survey Magazine*, 2(8664), pp. 22-24

Gentina E., (2024), Job hopping : pourquoi les jeunes "zappent" d'un emploi à l'autre, *Harvard Business Review (France)*, xx(xx), pp. xx

Gentina E., (2024), La Génération Z a le sens des affaires, *Marketing magazine*, 245(1), pp. 68

Gentina E., (2024), Le regard différent de la génération Z sur l'amitié au travail, *Harvard Business Review (France)*, 1(1), pp. 1

Gentina E., (2024), L'importance de l'offboarding : un processus aussi crucial que l'onboarding, *Harvard Business Review (France)*, xx(xx), pp. xx

Gentina E., (2024), Réinventer l'expérience du sport en attribuant aux jeunes le rôle de « conso-acteurs », *Survey Magazine*, T4-2024(8665), pp. 42-43

Gentina E., Chen R., Zolbanin H. M., (2024), Pseudo-Community Trust and Member Self-Disclosure: An Empirical Study, *Information and Management*, 61(6), pp. 104001

Gentina E., Daniel C., (2024), Développer l'éco-responsabilité en entreprise grâce à la méditation, *Harvard Business Review (France)*, xx(xx), pp. xx

Gentina E., De Kerviler G., Heuvinck N., (2024), Comment positionner une marque de luxe comme éthique, *Survey Magazine*, T4 2024(8665), pp. 17-19

Gentina E., Pantin-Sohier G., (2024), Entomophagy: A model of adolescents' motivations for eating insects, *Journal of Marketing Management*, 40(17-18), pp. 1666–1687

Daniel C., Gentina E., Dhandra T. K., (2023), Mindfulness and Green Purchase Intentions: a Mediated Moderation Model Unveiling the Role of Ethical Self-Identity, *Ecological Economics*, 209(2023), pp. 107810

Gentina E., Ameen N., Papagiannidis S., Hosany A. R. S., (2023), It's part of the "new normal": Does a global pandemic change employees' perception of teleworking?, *Journal of Business Research*, 164(2023), pp. 113956

Gentina E., Li Z., Maille V., (2023), The Complex Relationship between Creativity and Consumer Ethics Depending on Endemic Corruption in Emerging and Developed Countries, *Journal of Consumer Behaviour*, 22(6), pp. 1525-1542

Gentina E., Zhen Z., Maille V., (2023), A cross-cultural study of nomophobia among Brazilian, Chinese, French, and U.S. young people: The role of materialism, *Journal of Cross Cultural Psychology*, 54(5), pp. 547–573

Daniel C., Gentina E., Mesmer-Magnus J., (2022), Mindfulness buffers the deleterious effects of workaholism for work-family conflict, *Social Science & Medicine*, 306(115118), pp. 1-8

De Kerviler G., Heuvinck N., Gentina E., (2022), "Make an Effort and Show me the Love" Effects of Indexical and Iconic Authenticity Cues on Perceived Brand Ethicality, *Journal of Business Ethics*, 179(2), pp. 89-110

Gentina E., Pauwels-Delassus V., Leclercq-Vandelannoitte A., (2022), « Infidèles, zappeurs et slasheurs ? Les Z et l'émergence d'une nouvelle forme de fidélité employeur », *Revue de Gestion des Ressources Humaines*, 125(3), pp. 55-71

De Kerviler G., Gentina E., Heuvinck N., (2021), Research: How to Position a Luxury Brand as Sustainable, *Harvard Business Review online*, 2021(09), pp. 1-8

Gentina E., DANIEL C., Li Ping Tang T., (2021), Mindfulness Reduces Avaricious Monetary Attitudes and Enhances Ethical Consumer Beliefs: Mindfulness Training, Timing, and Practicing Matter, *Journal of Business Ethics*, 173(2), pp. 301-323

Gentina E., Maille V., zhen L., (2021), L'influence de l'appartenance sociale et de la créativité sur les comportements de consommation immoraux des nouveaux adolescents: une étude cross-culturelle auprès des 16-24 ans, *Recherche et Applications en Marketing*, 36(3), pp. 78-108

Gentina E., Bakir A., de Araújo Gil L., (2020), What shapes adolescents' attitudes toward luxury brands? The role of self-worth, self-construal, gender and national culture, *Journal of Retailing and Consumer Services*, 57(1), pp. 102208

Gentina E., KRATZER J., (2020), An Integrative Model of the Influence of Self-Esteem on Adolescents' Consumer Innovativeness: The Mediating Role of Social Network Position and Need for Uniqueness, *Industry and Innovation*, 27(10), pp. 1110-1132

Gentina E., Rowe F., (2020), Effects of materialism on problematic smartphone dependency among adolescents: The role of gender and gratifications, *International Journal of Information Management*, 54(2020), pp. 102134

Yang Z., Gentina E., RUI C., (2020), Development of Theory of Mind on Online Social Networks: Evidence from Facebook, Twitter, Instagram, and Snapchat, *Journal of Business Research*, 124(1), pp. 652-656

Gentina E., (2019), AU-DELÀ D'UNE FIDÉLITÉ AU POINT DE VENTE : VERS UNE NOUVELLE FORME DE FIDÉLITÉ SOCIALE ET COLLABORATIVE CHEZ LA GÉNÉRATION Z ?, *Survey Magazine*, 2, pp. 76-78

Gentina E., (2019), Ce que la GenZ peut nous apprendre sur les études marketing de demain, *Survey Magazine*, December(4), pp. 92-93

Gentina E., RUI C., (2019), Digital natives' coping with loneliness: Facebook or face to face?, *Information and Management*, 56(6), pp. 103138

Gentina E., Li-Ping Tang T., Dancoine P.-F., (2018), Does Gen Z's Emotional Intelligence Promote iCheating (Cheating with iPhone) yet Curb iCheating Through Reduced Nomophobia?, *Computers & Education*, 126(November), pp. 231-247

Gentina E., (2018), Pourquoi remettre en cause la segmentation par l'âge pour étudier le marché des adolescents, membres de la Gen Z?, *Survey Magazine*, October, pp. 74-75

Gentina E., (2018), Le Z, un co-créateur: Quelle valeur ajoutée pour les études?, *Survey Magazine*, T2, pp. 79-82

Gentina E., Huang Huarng K., Sakashita M., (2018), A social comparison theory approach to mothers' and daughters' clothing co-consumption behaviors: A cross-cultural study in France and Japan, *Journal of Business Research*, 89, pp. 361-370

Gentina E., Shrum L. J., Lowrey T. M., Vitell S., Rose G. M., (2018), An Integrative Model of the Influence of Parental and Peer Support on Consumer Ethical Beliefs: The Mediating Role of Self-Esteem, Power, and Materialism, *Journal of Business Ethics*, 150 (4), pp. 1173-1186

Gentina E., Shrum L. J., Lowrey T. M., (2018), Coping with Loneliness through Materialism: Strategies Matter for Adolescent Development of Unethical Behaviors, *Journal of Business Ethics*, 152, pp. 103-122

Gentina E., Tang T. L. P., (2018), Does Adolescent Popularity Mediate Relationships between Both Theory of Mind and Love of Money and Consumer Ethics, *Applied Psychology: an International Review*, 64(4), pp. 723-767

Gentina E., Tang T., Qinxuan G., (2018), Do Parents and Peers Influence Adolescents' Monetary Intelligence and Consumer Ethics? French and Chinese Adolescents and Behavioral Economics, *Journal of Business Ethics*, 151(1), pp. 115-140

Gentina E., (2017), Comment réussir son étude marketing auprès de la «génération Z»?, *Survey Magazine*, 4, pp. 77-80

Gentina E., Hogg M. K., Sakashita S., (2017), Identity (Re)construction through Sharing: A Study of Mother and Teenage Daughter Dyads in France and Japan, *Journal of Retailing and Consumer Services*, 37, pp. 67-77

Gentina E., Kilic D., Dancoine P. F., (2017), Distinctive role of opinion leaders in the social networks of school adolescents: An investigation of e-cigarette use, *Public Health*, 144, pp. 109-116.

Gentina E., Tang T., Qinxuan S., (2017), Does Bad Company Corrupt Good Morals? Social Bonding and Academic Cheating among French and Chinese Teens, *Journal of Business Ethics*, 146(43), pp. 639-667

Gentina E., Rose G. M., Vitell S. J., (2016), Ethics during Adolescence: A Social Networks Perspective, *Journal of Business Ethics*, 138 (1), pp. 185-197

Gentina E., Shrum L. J., Lowrey T. M., (2016), Teen attitudes toward luxury fashion brands from a social identity perspective: A cross-cultural study of French and U.S. teenagers, *Journal of Business Research*, 69 (2), pp. 5785-5792

Rose G. M., Bakir A., Gentina E., (2016), Money meanings among French and American adolescents, *Journal of Consumer Marketing*, 33(5), pp. 364-375

Gentina E., (2014), Understanding the effects of adolescent girls' social positions within peer groups on exchange practices, *Journal of Consumer Behaviour*, 13(1), pp. 73-80

Gentina E., Butori R., Heath T., (2014), Unique but integrated: The role of individuation and assimilation processes in teen opinion leadership, *Journal of Business Research*, 67 (2), pp. 83-91

Gentina E., Butori R., Rose G., Bakir A., (2014), How national culture impacts teenage shopping behavior: Comparing French and American consumers, *Journal of Business Research*, 67(4), pp. 464-470

Gentina E., Chandon J., (2014), The role of gender on the frequency of shopping with friends during adolescence: Between the need for individuation and the need for assimilation, *Recherche et Applications en Marketing*, 29(4), pp. 453-464.

Shrum L., Lowrey T., Pandelaere M., Ruvio A., Gentina E., Furchleim P., Herbert M., Hudders L., Lens I., Mandel N., Nairn A., Samper A., Soscia I., Stenfield L., (2014), Materialism: the good, the bad, and the ugly, *Journal of Marketing Management*, 30(17-18), pp. 1858-1881

Gentina E., Bonsu S., (2013), Peer network position and shopping behavior among adolescents, *Journal of Retailing and Consumer Services*, 20 (1), pp. 87-93

Gentina E., Chandon J., (2013), Adolescent shopping behavior. Different assimilation and individuation needs in France and the United States, *Journal of Retailing and Consumer Services*, 20 (6), pp. 609-616.

Gentina E., Decoopman I., (2013), La propension des mères à échanger des vêtements avec leur fille adolescente: quelles conséquences pour le marketing?, *Décisions Marketing*, 70, pp. 75-90

Gentina E., Decoopman I., Ruvio A., (2013), Social comparison motivation of mothers' with their adolescent daughters and its effects on the mother's consumption behaviour, *Journal of Retailing and Consumer Services*, 20 (1), pp. 94-101

Gentina E., Muratore I., (2013), Etude de la validité interculturelle de l'échelle de mesure des significations symboliques de l'argent auprès d'adolescents français et américains, *Revue Française du Marketing*, (242), pp. 7-26

Gentina E., Collin-Lachaud I., Fosse-Gomez M., (2012), « Take 1, get 5 ! »: la fidélisation collective des adolescentes aux magasins de prêt-à-porter, *Management & Avenir*, 52(2), pp. 157-174

Gentina E., Muratore I., (2012), Environmentalism at home: The process of ecological resocialization by teenagers, *Journal of Consumer Behaviour*, 11 (2), pp. 162-169

Decoopman I., Gentina E., Fosse-Gomez M., (2010), La confusion des générations ? Les enjeux identitaires des échanges vestimentaires entre les mères et leur fille adolescente, *Recherche et Applications en Marketing*, 25 (3), pp. 7-27

Gentina E., Palan K., Fosse-Gomez M., (2010), The practice of using makeup: a consumption ritual of adolescent girls, Journal of Consumer Behaviour, *Journal of Consumer Behaviour*, 11(2), pp. 115-123

Palan K., Gentina E., Muratore I., (2010), Adolescent consumption autonomy: A cross-cultural study, *Journal of Business Research*, 63(12), pp. 1342-1348

Forthcoming

Gentina E., Daniel C. Semenza D. C., (2023), Sleep and delinquency: The context of self-control, social support, and sex differences among French adolescents, *European Journal of Criminology*, 1(1), pp. 1-27

Gentina E., (2020), Faire appel à l'IA pour toucher la Génération Z, *Survey Magazine*, 89(3), pp. 1-2

Gentina E., Dancoine P. F., (2018), Different effects of social support on adolescent smoking and the mediation by smartphone dependence, *Journal of Addiction medicine*

Communications in refereed conferences

International

De Kerviler G., Gentina E., Heuvinck N., (2020), *"Make an Effort to Show Me Love" The Effects of Indexical and Iconic Authenticity on Consumer Perceived Ethicality* Academy of Marketing Science Annual Conference, Coral Gables, USA

De Kerviler G., Heuvinck N., Gentina E., (2020), *"Make an Effort to Show Me Love" The Effects of Indexical and Iconic Authenticity on Consumer Perceived Ethicality* EMAC, Budapest, Hungary

Gentina E., De Kerviler G., Heuvinck N., (2020), *Make an Effort to Show Me Love" The Effects of Indexical and Iconic Authenticity on Consumer Perceived Ethicality* EMAC, Budapest, Hungary

Gentina E., Bakir A., Araújo Gil L., (2018), *Predictors of Attitudes toward Luxury Brands and Life Satisfaction: Cross-Cultural Perspectives from Teenagers* 2018 Monaco Symposium on Luxury, Monaco, France

Gentina E., Tang T. L.-P., (2018), *Dual-Impact Theory of Consumer Ethics: Gen Z Love of Money and Theory of Mind, Popularity, and Consumer Ethics* 2018 International Congress of Applied Psychology , Canada, Canada

Gentina E., Bartikowski B., (2017), *Youth Culture and Materialism: Conflicting Paths to Life Satisfaction* The Twelfth Royal Bank International Research Seminar , Montreal, Canada

Gentina E., Huarng K., Sakashita M., (2017), *Mothers' consumption behavior with their teenage daughter from social comparison theory: A cross-cultural study* 7th Global Innovation and Knowledge Academy, Lisbon, Portugal

Gentina E., Tang T., Dancoine P., (2017), *Emotional Intelligence, Nomophobia, and Gen Z's Smartphone Cheating* 15th European Congress of Psychology, Amsterdam, Netherlands

Qinxuan G., Tang T., Gentina E., (2016), *Theory of Social Bonding and Academic Cheating: Bad Company Corrupts Good Morals across Culture and Gender* 31st International Congress of Psychology, Yokohama, Japan

Tang T., Gentina E., Qinxuan G., (2016), *How does materialism impact consumer ethics among Chinese and French adolescents? Internal and external power perspectives* 31st International Congress of Psychology, Yokohama, Japan

Gentina E., Shrum L., Lowrey T., (2015), *The role of assimilation and individuation in teen attitudes toward luxury fashion brands: A cross-cultural study* Global Fashion Management Conference , Florence, Italy

Nairn A., Chaplin L., Spotswood F., Gentina E., (2015), *Children and materialism. Innovative tracks for action and engagement furthering cross-cultural empirical work on childhood materialism* Transformative Consumer Research Conference 2015, Lille, France

Gentina E., Decoopman I., Fosse-Gomez I., (2011), *A confusion of generations ? Identity issues around the exchange of clothing between mothers and their adolescent daughters* Academy of Marketing Science, Reims, France

Gentina E., Palan K., (2010), *Becoming autonomous consumers: A comparison of French and American girls* Academy of Marketing Science, Lille, France

National

Gentina E., (2026), *La Génération et le retail* One to One Monaco, Monaco, France

Gentina E., (2025), *Le management intergénérationnel : un défi, une richesse* Human Days, Lille, France

Gallen C., Damay C., Gollety M., Gentina E., Guichard N., Pantin-Sohier G., (2023), *Je consomme, tu déconsommes de la viande Pratique de consommation et de déconsommation de viande chez les adolescents* 22ème Journées Normandes de Recherche sur la Consommation, Cherbourg, France

Gentina E., Céline Gallen C. G., Nathalie Guichard N. G., Gaëlle Pantin-Sohier G. P.-S., Mathilde Gollety M. G., Coralie Damay C. D., (2022), *ASKIP ÇA SE MANGE LES INSECTES ? REPRESENTATIONS ET NIVEAU D'ACCEPTATION DE L'ENTOMOPHAGIE CHEZ LES ADOLESCENTS* International Congress of the AFM, TUNIS, Tunisia

Gentina E., (2022), *Qui est la Génération Z* Congrés des Sociétés de Pédiatrie, Lille, France

Gentina E., (2009), *L'autonomie chez l'adolescente consommatrice: conceptualisation et mesure* 25ème Congrès de l'Association Française du Marketing, May, United Kingdom

Gentina E., (2007), *L'autonomie: un concept clé pour aborder l'adolescente consommatrice* 23ème Congrès de l'Association Française du Marketing, Aix-les-Bains, France

Other conference and seminar presentations

International

Gentina E., Maille V., (2019), *A cross-cultural study of Gen Z consumer unethical behaviors: Roles of social belonging and creativity* INEKA 9th GIKA. Knowledge, Business, and Innovation. Economies and sustainability of future growth, Verona, Italy

Gentina E., Maille V., (2019), *A cross-cultural study of smartphone nomophobia among Brazilian, Chinese, French, and U.S. Gen Z: The role of materialism* 2019 Royal Bank International Research Conference , Montreal, Canada

Gentina E., Muratore I., Sempels C., (2010), *Adolescent's influence on pro-environmental family decisions and resocialization processes* Child and Teen Consumption, Norrköping, Sweden

Gentina E., Fosse-Gomez M., Palan K., (2007), *Consumption in rituals: application of cosmetics by french teenage girls* Academy of Marketing Science Annual Conference, Florida, USA

National

Gentina E., (2011), *La fidélisation collective des adolescentes aux magasins de prêt-à-porter* 14ème Colloque Internationale Etienne Thil sur la Distribution, Roubaix, France

Muratore I., Gentina E., (2010), *L'attitude à l'égard de l'argent chez l'adolescent et l'adulte: une approche par la théorie du développement du jugement moral* 10ème Journée de Recherche AFM, Tours, France

Gentina E., Fosse-Gomez M., (2006), *La consommation symbolique dans les rituels chez les adolescentes. Application au maquillage* 5° Journées Normandes de Recherche sur la Consommation, Caen, France

Refereed proceedings

Published

Gentina E., (2016), Offline Friendships Affect Facebook Activity and Teens' Theory of Mind, in: P. Moreau and S. Puntoni (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 44, pp. 133-138*

Ruvio A., Mandel E., Gentina E., (2016), Reciprocal Altruism As a Motivation For Sharing: Sharing Up Verses Sharing Down, in: P. Moreau and S. Puntoni (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 44, pp. 37-41*

Gentina E., Shrum L., Lowrey T., (2015), A social network analysis of adolescent social standing, sharing and acquisition materialism, and happiness, in: K. Diehl and C. Yoon (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 43, pp. 186-190*

Ruvio A., Mandel N., Gentina E., (2015), With whom do people share? The effects of upward and downward social comparisons on willingness to share possessions, in: K. Diehl and C. Yoon (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 43, pp. 186-190*

Gentina E., (2013), Proposal for materialism track for the 4th Transformative Consumer Research, in: Nil Ozcaglar-Toulouse and J. Burroughs (Eds.) in *Transformative Consumer Research, Association for Consumer Research, Duluth*

Gentina E., Kimura J. Y., Sakashita M., Decoopman I., (2013), Sharing from social comparison theory perspective: a cross-cultural study of French and Japanese adolescent daughters' mothers, in: .(Eds.) in *Lost in Translation: Marketing in an Interconnected World, European Marketing Academy (EMAC)*

Gentina E., Sakashita M., Kimura J. Y., Decoopman I., (2013), How national culture affects clothing sharing practices: French versus Japanese daughters and mothers, in: A. Valenzuela, E. Reutskaja & G. Cornelissen(Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 10, pp. 1-4*

Gentina E., Fosse-Gomez M., (2012), Shall we share our clothes? Understanding clothing exchanges with friends during adolescence, in: Gürhan-Canli, C. Otnes & J. Rui (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 4, pp. 1-9*

Gentina E., Fosse-Gomez M., (2010), Identifying adolescent peer group structure: in the search of social network methods, in: A. Bradshaw, C. Hackley & P. Maclaran(Eds.) in *European Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 9, pp. 1-24*

Books

Published

Gentina E., Lamri J., (2024), *Le défi du management intergénérationnel Comment transformer la cohabitation en collaboration vertueuse*, 9782100870257, Dunod, Paris

Gentina E., (2023), *Manager la Génération Z en entreprise*, 2494-5781, Dunod, Paris

Gentina E., Parry E., (2020), *The New Generation Z in Asia: Dynamics, Differences, Digitalization,*, 9781800432215, Emerald Group Publishing Limited, Bingley

Gentina E., Delécluse M. E., (2018), *Génération Z. Des Z consommateurs aux Z collaborateurs*, 9782100764259, Dunod, Paris, 192 pages

Gentina E., (2016), *Marketing et Génération Z. Nouveaux modes de consommation et stratégies de marque*, 978-2-10-073851-9, Dunod, Paris, 224 pages

Chapters in books

Published

Gentina E., Daniel C., Li Ping-Tang T., (2024), Youth materialism and consumer ethics: Gen Z adolescents' selfconcepts (power and self-esteem) as dual mediators and culture (China vs. France) as a moderator, in: Thomas Li Ping-Tang(Eds.), *Monetary Wisdom Monetary Aspirations Impact Decision-Making, 978-0-443-15453-9, Academic Press, New York, NY, chapter 22, pp. 456-476*

Gentina E., (2019), Generation Z in France: Reverse socialization and social engagement, in: Christian Scholz and Anne Renning(Eds.), *Generations Z in Europe: Inputs, Insights and Implications, 9781789734928, Emerald Group Publishing Limited, Bingley, chapter 3, pp. 109*

Lowrey T., Chaplin L. H., Nairn A., Bakir A., Cauberghe V., Gentina E., Hudders L., Li H., Spotswood F., Zawadzka A., (2018), Conducting international research with children: challenges and potential solutions, in: Solomon, M. R., and T. M. Lowrey(Eds.), *The Routledge Companion to Consumer Behavior, 9781138695160, Routledge, London, chapter 22, pp. 346-379*

Gentina E., Dancoine P., (2017), Les comportements de consommation à risque chez les adolescents, in: Batat, W.(Eds.), *Comprendre et séduire la génération Z. Comportements de consommation et relations des post-millennials avec les marques, 9782340020870, Edition Ellipses, Paris, chapter 9, pp. 195-212*

Gentina E., Dancoine P. F., (2017), Les comportements de consommation à risque chez les adolescents de la génération Z, in: Batat W.(Eds.), *Le Marketing pour la génération Z. Comprendre et fidéliser la génération post-millennials , 9782340020870, Edition Ellipses, Paris, chapter 9, pp. 197-2014*

Gentina E., (2014), Les adolescentes , in: Sauty de Chalon M.L. et Smadja B.(Eds.), *L'art du Marketing to Women - On a assassiné la ménagère, 978-2-10-070993-9, Dunod, Paris, chapter 1, pp. 18-23*

Gentina E., (2009), Etude de cas www.gagnez1000euros.be. Quand la consommation responsable rencontre l'économie, in: Sempels C. et Vandercammen M.(Eds.), *Oser le marketing durable. Concilier marketing et développement durable, 2744073571, Pearson France, Paris, chapter 2, pp. 47-53*

Case studies

Gentina E., (2016), *What is generational marketing? And how does consumption contribute to strengthen links between generations?*, *Pearson Education*, case study 13, pp. 653-655, teaching note -, Consumer Behaviour: A European Perspective 6th Edition

Grants

2012 Arcir 2007 – 2013, volet Dynamique - E Change, University of Lille 2 (France)

2007 Programme CEFAG - FNEGE, FNEGE (France)

GRANTS AND HONORS

Honor

2014 La propension des mères à échanger des vêtements avec leur fille adolescente : quelles conséquences pour le marketing , Prix transdisciplinaire de la FNEGE (Fondation Nationale pour l'Enseignement de la Gestion des Entreprises), France

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research

Association Française du Marketing

Academy of Marketing Science

EDITORIAL ACTIVITY

Reviewer in an academic journal

Journal of Consumer Retailing and Consumer Services, France

Journal of Business Ethics, France

Journal of Business Research, France

Journal of Marketing Management, France

Recherche et Applications en Marketing, France

Décisions Marketing, France

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Communication in press and professional association/event

Conférence Inspirante Vision - Génération Z, IÉSEG School of Management, France

Mise en euvre de deux tables rondes sur la Génération Z - Sortie de l'Ouvrage Janvier 2018, IESE Business School, France

Course Coordinator

Comportement du consommateur - apprentissage, IÉSEG School of Management, France

Extensive media communication

Organization of a round table - Book, IÉSEG School of Management, France

Mise en oeuvre de tables rondes Generation Z - Publication of the book, IÉSEG School of Management, France

Member of a recruitment jury (orals)

Member of recruitment jury, IÉSEG School of Management, France

Participation in a pedagogical cafe

Marketing, IÉSEG School of Management, France

Participation in recruitment of professors

2020