



**Gwarlann DE KERVILER**

**HDR**

**Full Professor, Marketing**

**Head of Department**

**[g.dekerviler@ieseg.fr](mailto:g.dekerviler@ieseg.fr)**

## **EDUCATION**

- 2022** HDR, University of Lille, France
- 2013** Ph.D. in Marketing, University of Paris Dauphine, France
- 2007** MBA, Harvard Business School, USA
- 1999** MSc in Management, ESSEC Business School, France

## **RESEARCH INTERESTS**

Customer Relationship management, Fashion Management, Luxury Marketing, Mobile Marketing

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

**2013 - Present** Associate Professor, IÉSEG School of Management, France

### **PROFESSIONAL:**

**2007 - 2008** C.R.M. Manager, Staples, Boston, Massachusetts, USA

**2003 - 2005** Senior Brand Manager, ELIOR Group, Paris, France

## **COURSES TAUGHT**

- Brand management strategy, Executive mba
- Luxury marketing, Grande ecole (master cycle)
- Luxury marketing, International mba
- Market research, Grande ecole (bachelor cycle)
- Marketing in fashion companies, Msc in fashion management

### Papers in refereed journals

---

#### Published

De Kerviler G., (2024), Encourager le partage de données de santé : Un défi pour les patients, une opportunité pour la médecine, *Survey Magazine*, T2 2024(8664), pp. 11-12

De Kerviler G., (2024), Exploiter les données des réseaux sociaux : De l'analyse à l'anticipation des tendances, *Survey Magazine*, SM T4 2024(8665), pp. 10-12

De Kerviler G., (2024), Les piliers de l'alliance entre le luxe et le sport, *Survey Magazine*, T4 2024(8665), pp. 49-51

De Kerviler G., (2024), Luxe et responsabilité : les opportunités et risques de l'économie circulaire, *Survey Magazine*, T4 2024(8665), pp. 67\_68

De Kerviler G., Demoulin N., Anggraini L., (2024), IA et décisions d'achat : un gain d'efficacité ou une perte de liberté ?, *Survey Magazine*, T2(8664), pp. 97-99

De Kerviler G., Heuvinck N., Jöerling M., (2024), Demain, nos avocats seront des IA... : la question de la moralité des IA dans le domaine juridique, *Survey Magazine*, T2 2024(8664), pp. 87-88

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

Wang Z., Yuan R., Liu P., De Kerviler G., (2024), Can you bear with me? A comparison study of multifaceted discrepancy-brand avoidance relationships between China and the US, *International Marketing Review*, 41(6), pp. 1577-1617

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

De Kerviler G., Slavich B., Ardelet C., (2022), Ethical judgment of sexual ads featuring women: the role of identification to feminine archetype, *Journal of Business Research*, 142(March), pp. 899-913

De Kerviler G., Rodriguez C., (2019), Luxury brand experiences and relationship quality for millennials: the role of self-expansion, *Journal of Business Research*, 102(2019), pp. 250-262

De Kerviler G., (2018), Assurer le bon retour sur investissement des programmes de fidélité, *Survey Magazine*, 3101(2ème Trimestre 2018), pp. pp. 48

De Kerviler G., Audrezet A., Guidry Moulard J., (2018), Authenticity under threat: when social media influencers need to go beyond self-presentation, *Journal of Business Research*, 117(September), pp. 557-569

De Kerviler G., (2016), Les modes d'expression du consommateur auteur, *Survey Magazine*, T2 2016(T2 2016), pp. 28-30

De Kerviler G., Demoulin N., Zidda P., (2016), Adoption of in-store mobile payment: Are perceived risk and convenience the only drivers?, *Journal of Retailing and Consumer Services*, 31, pp. 334-344

Ardelet C., Slavich B., De Kerviler G., (2015), Self-referencing narratives to predict consumers' preferences in the luxury industry: a longitudinal study, *Journal of Business Research*, 68(9), pp. 2037-2044

De Kerviler G., Butori R., (2015), Se considérer comme un client fidèle affecte-t-il l'évaluation des bénéfices reçus?, *Recherche et Applications en Marketing*, 30(4), pp. 4-24

Pez V., Butori R., De Kerviler G., (2015), Because I'm worth it: The impact of given versus self-perceived status on preferential treatment efficiency, *Journal of Business Research*, 68(12), pp. 2477-2483

#### Forthcoming

De Kerviler G., Demangeot C., Dolbec P. Y., (2024), Why and How Consumers Perform Online Reviewing Differently, *Journal of Consumer Research*, Accepted(TBD), pp. TBD

Demoulin N., De Kerviler G., (2024), Retailers' asymmetrical integration of in-store and mobile channels: The moderating effects of search and experience goods, *Electronic Commerce Research*, TBD(TBD), pp. TBD

## Papers in non-refereed journals

---

### Forthcoming

De Kerviler G., Batat W., (2019), How can the art of living (art de vivre) make the French luxury industry unique and competitive?, *Revue marché et organisation*, 37(1), pp. 15-32

## Communications in refereed conferences

---

### International

Anggraini L., Demoulin N., De Kerviler G., (2024), *Generative AI chatbots and customer engagement: Does product type matter?* EMAC 2024, Bucharest, Romania

De Kerviler G., (2024), *The dark side of Metaverse for Luxury : immersive experience and brand authenticity* International Marketing Trends Conference, Venice, Italy

De Kerviler G., Guidry Moulard J., RICE D., (2024), *The Role Of Brand Transparency And Influencer Motivations* Congrès international de l'Association Française de Marketing 2024, PARIS, France

De Kerviler G., Pandelaere M., Madan S., (2024), *Glass Ceiling Denial Shapes Sexualized Ad Processing* Association for Consumer Research, Paris, France

De Kerviler G., Köles B., (2023), *Beyond the Hype: Challenges for Luxury Brands in the Metaverse* AIRSI 2023 - The Metaverse Conference, Zaragoza, Spain

Jörling M., Heuvinck N., De Kerviler G., Derek Rucker D., (2023), *Technoism: Relative preference for human predicts algorithm aversion* 2023 Association for Consumer Research Conference (ACR), Seattle, USA

De Kerviler G., Butori R., (2022), *How Influencer-Brand Relationship Can Be Perceived as Authentic* EMAC, Budapest, Hungary

De Kerviler G., Demoulin N., (2022), *how interactive technologies for offline-online integration impact in-store shoppers for search and experience goods* LA LONDE, TOULON, France

Demoulin N., De Kerviler G., (2022), *How interactive technologies for channel integration giving access to enlarged assortment impact in-store shoppers* EMAC, Budapest, Hungary

Demoulin N., De Kerviler G., (2022), *L'effet des technologies interactives permettant l'intégration des canaux tout en donnant accès à un assortiment plus large en ligne sur les perceptions et le comportement du client en magasin* Association Française du Marketing, Tunis, Tunisia

Jöerling M., Heuvinck N., De Kerviler G., Rucker D., (2022), *Technoism: A New Form of Prejudice and Discrimination* Association for Consumer Research, Denver, USA

De Kerviler G., Demoulin N., (2020), *Shopping benefits of the digitalization of physical stores and the moderating role of product type* EMAC, Budapest, Hungary

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 Conference (AMS 2020), Coral Gables, USA

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

Demoulin N., De Kerviler G., (2020), *Les bénéfices de la digitalisation d'un magasin physique : le rôle modérateur du type de produits* Congrès International de l'AFM, Biarritz, France

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

Demoulin N., De Kerviler G., (2019), *The digitalization of retail store through the integration of online store through mobile apps and interactive kiosks* Frontiers in Service, Singapore, Singapore

De Kerviler G., Rodriguez C., (2018), *Building Relationships through Stimulating Brand Experiences: The Role of Self-Expansion, Brand Identification, and Self-Esteem* 21st AMS World Marketing Congress (WMC), Porto, Portugal

- De Kerviler G., Rodriguez C., (2018), *Luxury brand experiences and relationship quality for millennials: the role of self-expansion* Monaco Symposium on Luxury, Monaco, Monaco
- De Kerviler G., Audrezet A., Guidry Moulard J., (2017), *Authenticity under threat: when social media influencers need to go beyond passion* 2017 Global Fashion Management Conference, Vienna, Austria
- De Kerviler G., Audrezet A., Guidry Moulard J., (2017), *Authenticity under threat: when social media influencers need to go beyond passion* Association for Consumer Research North American Conference, San Diego, USA
- De Kerviler G., Demangeot C., (2017), *Different voices for different roles: How do consumer-reviewers relate to other market actors?* International Marketing Trends Conference , Madrid, Spain
- Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility: The role of co-creation type* European Marketing Academy Conference (EMAC), Groningen, Netherlands
- Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility* International Marketing Ethics and Corporate Social Responsibility: 5th Academic Symposium, South Bend, USA
- De Kerviler G., Audrezet A., (2016), *Instagram and brand engagement-a preliminary study* 19th World Marketing Congress AMS conference, Paris, France
- De Kerviler G., Demangeot C., (2016), *Authors of online reviews and their narrative voice – a qualitative study on tripadvisor* 45th EMAC Conference , Oslo, Norway
- De Kerviler G., Pauwels-Delassus V., Janssen C., (2016), *Investigating the relationship between co-creation and corporate social responsibility: The role of co-creation type* 19th AMS World Marketing Congress, Paris, France
- Demoulin N., De Kerviler G., Zidda P., (2016), *Adoption of Proximity m-Payment Services: Perceived Value and Experience Effect* The Academy of Marketing Science World Marketing Congress, Paris, France
- De Kerviler G., Audrezet A., (2015), *The effect of contextualized background picture in the context of an online purchase of clothes* 44th EMAC Conference, Leuven, Belgium
- De Kerviler G., Audrezet A., (2015), *The effect of contextualized background picture in the context of an online purchase of clothing* 2015 Global Fashion Management Conference at Florence, Florence, Italy
- De Kerviler G., Demangeot C., (2015), *How do we write about places? An analysis of place narrative styles in consumer reviews* The Marketing of Place and Space Symposium, Leicester, United Kingdom
- De Kerviler G., Demoulin N., Zidda P., (2015), *Drivers of smartphone adoption as a shopping assistant* 44th EMAC Conference, Leuven, Belgium
- De Kerviler G., Demoulin N., Zidda P., (2015), *Drivers of smartphone adoption as a shopping assistant* EMAC 2015: Collaboration in Research, Leuven, Belgium
- De Kerviler G., Demoulin N., Zidda P., (2015), *Pourquoi les acheteurs utilisent leur smartphone pour un achat en magasin?* 31e Congrès International de l'afm, Marrakech, Morocco
- De Kerviler G., Demoulin N., Zidda P., (2015), *Why shoppers use their smartphone for an in-store purchase?* 31ème Conférence de l'Association Française du Marketing, Marrakech, Morocco
- Demangeot C., De Kerviler G., (2015), *How do we write about places? An analysis of place narrative styles in consumer reviews* Perspectives Symposium – The Marketing of Place and Space: Trends, Theories and Technologies, Leicester, United Kingdom
- Demoulin N., De Kerviler G., (2014), *Smartphone usage in store: motivations and barriers at different stages of the buying process* AMA Pricing and shopper marketing, Stockholm, Sweden
- Audrezet A., De Kerviler G., Ardelet C., (2013), *Combining metaphors and gain versus loss framing to enhance the efficiency of persuasive communications* 42nd EMAC Conference, Istanbul, Turkey
- De Kerviler G., Bourjot J., Cadario R., (2013), *Don't call me "brand loyal": the role of market metacognition on market-related labeling effectiveness* 42nd EMAC Conference, Istanbul, France

## **National**

Ardelet C., De Kerviler G., Slavich B., (2018), *Ethical judgment of feminine erotic images in advertising: the role of archetypal representations of femininity* Congrès annuel de l'Association Française du Marketing, Strasbourg, France

Demoulin N., De Kerviler G., (2018), *Investigation of offline-online asymmetrical integration for search and experience goods* La Londe Conference, La Londe Les Maures, France

De Kerviler G., Demangeot C., (2017), *Different voices for different roles: how do online consumer-reviewers engage with other market actors?* Congrès International de l'AFM , Tours, France

De Kerviler G., Pauwels V., Janssen C., (2016), *On the relationship between co-creation and corporate social responsibility: can the type of co-creation activities make a difference?* 32th Congress of Association Française du Marketing, Lyon, France

De Kerviler G., (2013), *La Catégorisation de Soi comme client Fidèle d'une marque (CSF): processus et conséquences sur les attentes relationnelles* 29ème Conférence de l'Association Française du Marketing, La Rochelle, France

## **Other conference and seminar presentations**

---

### **International**

Demoulin N., De Kerviler G., (2020), *Shopping benefits of the digitalization of physical stores and the moderating role of product type*, EMAC Annual Conference, Budapest, Hungary

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

De Kerviler G., Rodriguez C., (2019), *Brand Identification and Relationship Quality through Self-expansion: the case of Millennials and Luxury Brand Experience* 48th Annual Conference of the European Marketing Academy, Hamburg, Germany

Demoulin N., De Kerviler G., (2019), *The digitalization of retail store through the integration of online store for search and experience goods* 26th Recent Advances in Retailing and Consumer Science Conference, Tallinn, Estonia

De Kerviler G., Demangeot C., (2017), *Different voices for different roles: How do consumer-reviewers relate to other market actors?* 16th International Marketing Trends Congress, Madrid, Spain

## **Refereed proceedings**

---

### **Forthcoming**

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

De Kerviler G., Audrezet A., (2017), *Consumer Brand Relationship in the Age of Instagram*, in: Springer(Eds.) in Rossi P. (eds) *Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham, pp. 939

De Kerviler G., Demoulin N., Zidda P., (2017), *Adoption of Proximity M-Payment Services: Perceived Value and Experience Effect*, in: Springer(Eds.) in Rossi P. (eds) *Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham, pp. 275

De Kerviler G., Janssen C., Pauwels-Delassus V., (2017), *Investigating the Relationship Between Co-creation and Corporate Social Responsibility: The Role of Co-creation Type*, in: Springer(Eds.) in Rossi P. (eds) *Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham, pp. 581

De Kerviler G., Perry P., Bertrand A., Cohen C., (2017), *Special Session: Evolution of the Luxury Industry in a Digital World.*, in: Springer(Eds.) in Rossi P. (eds) *Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham, pp. 41

## **Non-refereed proceedings**

---

### **Forthcoming**

De Kerviler G., (2024), *The Value of Wine Drinking: A Scale Development*, in: SPRINGER(Eds.) in *The Value of Wine Drinking: A Scale Development*, Springer, Berlin

## Chapters in books

---

### Published

De Kerviler G., (2019), The Food gastronomy experience: A French perspective on food well-being, in: ROUTLEDGE(Eds.), *Food and Experiential Marketing: Pleasure, Wellbeing and Consumption*, 081539635X, Routledge, London, chapter 12, pp. 000

De Kerviler G., (2019), Building Relationships through Stimulating Brand Experiences: The Role of Self-Expansion, Brand Identification, and Self-Esteem, in: Patricia Rossi, Nina Krey(Eds.), *Finding New Ways to Engage and Satisfy Global Customers*, 978-3-030-02567-0;978-3-030-02568-7, Springer International Publishing, chapter 50, pp. 173-187

De Kerviler G., (2017), La relation marque - blogueur de la génération Z, in: Ellipses(Eds.), *Comprendre et séduire la génération Z. Comportements de consommation et relations des post-millennials avec les marques*, 9782340020870, Edition Ellipses, Paris, chapter 5, pp. 119-138

### Forthcoming

De Kerviler G., (2021), L'expérience de la gastronomie française: Un lien unique entre alimentation et bien-être, in: Éditions Ellipses.(Eds.), *Le marketing experientiel culinaire*, ISBN 9782340-020870, Edition Ellipses, Paris, chapter 12, pp. xx

## PROFESSIONAL MEMBERSHIPS

---

2014 ASSOCIATION FRANCAISE DU MARKETING, France

## EDITORIAL ACTIVITY

---

### Editor in an academic journal

Décision Marketing, France

### Reviewer in an academic journal

2020 Recherche et Applications en Marketing, France

2020 Journal of Business Research, France

2020 Journal of Business Research, France

2020 Journal of Business Research, France

2019 Journal of Business Research, France

Journal of Business Ethics, USA

Journal of Business Research, USA

## PROFESSIONAL SERVICE

---

### Reviewer/Reading committee member in an academic conference

EMAC, Hungary