



**Nathalie DEMOULIN**

**Ph.D. in Management sciences**

**Full Professor, Marketing**

**Academic Director**

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## **EDUCATION**

**2013** HDR, Marketing, IAE of Lille, France

**2001** Ph.D. in Management sciences, Louvain School of Management - UCLouvain-Mons, Belgium

**1993** Master, Management Sciences, Management, Louvain School of Management - UCLouvain-Mons, Belgium

## **PROFESSIONAL CERTIFICATION**

**1993** Certificate of Advanced Studies in Applied Computer Sciences, Louvain School of Management - UCLouvain-Mons, Belgium

## **RESEARCH INTERESTS**

Marketing

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

**2018 - Present** Academic director of the Master Retail Management & Business development, IÉSEG School of Management, France

**2010 - 2013** Marketing track coordinator, IÉSEG School of Management, Paris, France

**2002 - 2010** Coordinator of Master theses and Consulting Projects, IÉSEG School of Management, Paris, France

### **PROFESSIONAL:**

**2008 - 2008** Consultant, C2C Financement, France

**2004 - 2004** Consultant, Mestdagh S.A., Belgium

## **COURSES TAUGHT**

- Gestion de la relation client 1, Grande école (master cycle)
- Loyalty programme & crm, Msc in digital marketing and crm

- Marketing strategy and company observation, Grande ecole (master cycle)
- Marketing strategy simulation game, Grande ecole (master cycle)
- Relationship management & crm, Msc in digital marketing and crm
- Strategie, Grande ecole (master cycle)

## INTELLECTUAL CONTRIBUTIONS

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### Papers in refereed journals

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#### Published

- 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
- Cocco H., Demoulin N., (2022), Designing a seamless shopping journey through omnichannel retailer integration, *Journal of Business Research*, 150(November), pp. 461-475
- Swaen V., Demoulin N., Pauwels-Delassus V., (2021), Impact of customers' perceptions regarding corporate social responsibility and irresponsibility in the grocery retailing industry: The role of corporate reputation, *Journal of Business Research*, 131(July), pp. 709-721
- Demoulin N., Coussement K., (2020), Acceptance of Text-Mining Systems: The Signaling Role of Information Quality, *Information and Management*, 57(1), pp. 1-11
- Demoulin N., Willem K., (2019), Servicescape Irritants and Customer Satisfaction: The Moderating Role of Shopping Motives and Involvement, *Journal of Business Research*, 104(November), pp. 295-306
- 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
- Demoulin N., Cocco H., (2016), L'expérience client dans un contexte omni-canal, un concept multidimensionnelle , *Survey Magazine*, (T4), pp. 58-59
- Demoulin N., Djelassi S., (2016), An Integrated Model of Self-Service Technology (SST) Usage in a Retail Context, *International Journal of Retail & Distribution Management*, 44(5), pp. 540-559
- Charry K., Demoulin N., (2014), Children's response to co-branded products: The facilitating role of fit, *International Journal of Retail & Distribution Management*, 42(11/12), pp. 1032-1052
- Demoulin N., Djelassi S., (2013), Customer responses to waits for online banking service delivery, *International Journal of Retail & Distribution Management*, 41(6), pp. 442-460
- Charry K., Demoulin N., (2012), Behavioural evidence for the effectiveness of threat appeals in the promotion of healthy food to children, *International Journal of Advertising*, 31(4), pp. 773-794
- Demoulin N., (2011), Music congruency in a service setting: the mediating role of emotional and cognitive responses, *Journal of Retailing and Consumer Services*, 18(1), pp. 10-18
- Demoulin N., Zidda P., (2009), Drivers of Customers' Adoption and Adoption Timing of a New Loyalty Card in the Grocery Retail Market, *Journal of Retailing*, 85(3), pp. 391-405
- Demoulin N., Zidda P., (2008), Les cartes de fidélité fidélisent-elles la clientèle?, *Reflets et perspectives de la vie économique*, 2(47), pp. 35-41
- Demoulin N., Zidda P., (2008), On the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter?, *Journal of Retailing and Consumer Services*, 15(5), pp. 368-398
- Bielen F., Demoulin N., (2007), Waiting Time Influence on Satisfaction-Loyalty Relationship, *Managing Service Quality*, 17(2), pp. 174-193
- Demoulin N., (2007), Marketing Decision Support System Openness: A Means of Improving Managers' Understanding of Marketing Phenomena, *Decision Support Systems*, 44(1), pp. 79-92

Carugati A., Demoulin N., (2004), On the Use of Churchman's Inquiring Systems in Information Systems Development, *Issues in Information Systems*, 5(1), pp. 56-62

Demoulin N., (2004), Evaluation du Succès des Systèmes d'Aide à la Gestion Marketing (SAGM): Cadre Conceptuel et Voies de Recherches Futures, *Systèmes d'Information et Management*, 3(9), pp. 61-85

### **Forthcoming**

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

### **Communications in refereed conferences**

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#### **International**

Anggraini L., Demoulin N., Cocco H., (2025), *Investigating consumer resistance to adopt Augmented Reality (AR) in online retail*, EMAC, Madrid, Spain

Demoulin N., Cocco H., (2025), *Persistence of customers during their shopping journey* RARCS, Zagreb, Croatia

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

Cocco H., Demoulin N., (2024), *Persistence of Customers During their Shopping Journey*. International Marketing Trends Conference, Venice, Italy

Cocco H., Demoulin N., (2024), *Persistence of customers during their shopping journey*. EMAC Annual Conference 2024, Bucharest, Romania

Demoulin N., Cocco H., (2024), *PERSISTENCE OF CUSTOMERS DURING THEIR SHOPPING JOURNEY* AMS World Marketing Congress, Bel Ombre, Mauritius

Anggraini L., Demoulin N., De Kerviler G., (2023), *The Effect of Chatbot on Retailer Engagement: The Moderating Role of Product Type* 8th Colloquium on European Research in Retailing,, Portsmouth, United Kingdom

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

Cocco H., Demoulin N., (2020), *Seamless Shopping in Omnichannel Retailing: The effect of Channel Integration on Consumers' Responses* EMAC, Zagreb, Croatia, Croatia

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

Demoulin N., Swaen V., Pauwels-Delassus V., (2020), *The effect of corporate social responsibility and irresponsibility in the grocery retailing industry on brand equity and share of wallet through corporate reputation* RARCS, Baveno, Italy

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

Cocco H., Demoulin N., (2018), *Seamless Customer Experience; The Construct, Antecedents and Outcomes* Colloquium on European Research in Retailing 2018, Surrey, United Kingdom

Cocco H., Demoulin N., (2018), *Seamless Shopping Experience; The Construct, Antecedents and Outcomes* 10th SERVSIQ Conference, Paris, France

Demoulin N., (2018), *Etude de l'intégration asymétrique d'un magasin en ligne dans un magasin physique pour des biens de recherche et des biens d'expérience* Congrès international de l'AFM 2018, Strasbourg, France

- Demoulin N., (2018), *Investigation of Asymmetrical Integration Through Retail Outlet Digitalization for Search and Experience Goods* 47th EMAC Annual Conference, Glasgow, United Kingdom
- Demoulin N., Cocco H., (2018), *Conceptualization and Measurement of the Shopping Experience in an Omnichannel Context* 47th EMAC Annual conference, Glasgow, United Kingdom
- Cocco H., Demoulin N., (2017), *Conceptualization and measurement of the shopping experience in an omnichannel context* ICRM - International Colloquium on Relationship Marketing, Munich, Germany
- Cocco H., Demoulin N., (2017), *Seamless Customer Experience; Connecting the experience for the technology driven consumer* ANZMAC 2017 Mid-Year Doctoral Colloquium, Brisbane, Australia
- Swaen V., Demoulin N., Pauwels-Delassus V., (2017), *Being a socially responsible or irresponsible retailer: Does it matter for consumers?* EMAC, Groningen , Netherlands
- 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
- Demoulin N., Willem K., (2016), *Irritating factors in the retail environments: the moderating effects of customers involvement and shopping motives* EIRASS Conference , Edinburgh, United Kingdom
- Swaen V., Demoulin N., Pauwels - Delassus V., (2016), *Corporate Social Responsibility and Irresponsibility: How Do Customers React to Ambivalent CSR Information? Application in the Retailing Sector* the Academy of Marketing Science World Marketing Congress, Paris, France
- Swaen V., Demoulin N., Pauwels - Delassus V., (2016), *How do consumers react to corporate social responsibility and irresponsibility in the retailing sector?* European Marketing Academy Conference (EMAC), Oslo, Norway
- Coussement K., Demoulin N., (2015), *Identifying Text-mining Adoption Drivers* 27th European Conference on Operational Research (EURO), University of Strathclyde, Glasgow, United Kingdom
- 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
- Willems K., Jeroen S., Demoulin N., (2015), *Lost in store navigation: What's the bottom line of irritation, shortfall, and unplanned purchases* EMAC 2015: Collaboration in Research , Leuven, Belgium
- 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
- Demoulin N., Willems K., Swinnen G., (2014), *Assessing the Effect of Store Environment Dimensions on Customers Irritation: a Multi-setting Empirical Study* 30ème Congrès de l'AFM, Montpellier, France
- Demoulin N., Willems K., Swinnen G., (2014), *Which Dimensions of The Store Environment Irritate Customers? Evidence From Three Retail Settings* EMAC 2014, 43rd Annual Conference, Valencia, Spain
- Willems K., Demoulin N., Swinnen G., (2014), *Service-Escape! A Cross-Sectorial Study on Environmental Shopping Irritations* AMA SERVSIG, Thessaloniki, Greece
- Demoulin N., Zidda P., (2012), *Designing the Ideal Loyalty Program to Maximize Customers' Perceived Value* 19th International Conference on Recent Advances in Retailing and Consumer Services Science - EIRASS, Vienna, Austria
- Demoulin N., Zidda P., (2012), *Do Perceived Benefits Influence Customers' Satisfaction Towards Loyalty Programs and their Store Loyalty? The Case of Multi-level Membership Loyalty Programs* 28ème congrès de l'Association Française du Marketing, Brest, France
- Demoulin N., Zidda P., (2012), *Which Benefits to Provide to Customers to Enhance their Satisfaction Towards Loyalty Programs and their Store Loyalty? The Particular Case of Multi-Level Membership Loyalty Programs* 41st Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal
- Demoulin N., (2011), *Customers' Irritation After a Grocery Shopping Experience and Its Impact on their Satisfaction* 40th EMAC Conference, Ljubljana, Slovenia
- Demoulin N., Zidda P., (2011), *Investigation of the Effect of Loyalty Card Membership Levels on Customers' Perception of Benefits and on their Loyalty* 18th International conference on Recent Advances in Retailing and Services Science (EIRASS), San Diego, USA

Demoulin N., De Juan Vigaray M., (2009), *Congruency Of Music With Store Image: Its Effect On In-Store Environment Evaluation* 38th EMAC Conference, Nantes, France

Demoulin N., Djelassi S., (2009), *Waiting for Service: Are all Customers the Same?* 16th International conference on Recent Advances in Retailing and Services Science (EIRASS), Niagara Falls, Canada

Demoulin N., Zidda P., (2008), *Drivers of Customers' Adoption and Adoption Timing of a New Loyalty Card in the Grocery Retail Market* 15th International Conference on Recent Advances in Retailing and Services Science, Zagreb, Croatia

Demoulin N., Le Boedec A., (2007), *Matching music and restaurant image to enhance affective, cognitive and behavioral responses in a catering environment* 14th International conference on retailing and service science, San Fransisco, USA

Demoulin N., Zidda P., (2006), *On the Differences Between Loyalty Card Adopters and Nonadopters* 35th European Marketing Academy (EMAC) Conference, Athens, Greece

Demoulin N., Zidda P., (2006), *The Impact of Loyalty Cards on Store Loyalty: Does Satisfaction Towards Rewards Matter* 13th International conference on Recent Advances in Retailing and Consumer", Budapest, Hungary

## **National**

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

Djelassi S., Charry K., Demoulin N., (2012), *La Lutte Contre Le Comportement Déviant Du Consommateur: Apport De La Communication Emotionnelle* 1ère Journée d'Etude Internationale sur la Gestion des Clients, Paris, France

## **Other conference and seminar presentations**

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### **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

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, Talinn, Estonia

Cocco H., Demoulin N., (2018), *Understanding the Omnichannel Shopper, an investigation of consumer channel choice in the omnichannel shopping environment* ICRM - International Colloquium on Relationship Marketing, Cardiff, United Kingdom

## **Refereed proceedings**

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### **Forthcoming**

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

## **Books**

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### **Published**

Charry K., Coussement K., Demoulin N., Heuvinck N., (2016), *Marketing Research with IBM SPSS Statistics*, 978-1-4724-7745-3 , Routledge, London, 264 pages

Coussement K., Demoulin N., Charry K., (2011), *Marketing Research with SAS Enterprise Guide* , 978-1-4094-2676-9, Gower Publishing, Aldershot, 316 pages

## **Case studies**

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Guerra F., Bultez A., Demoulin N., (1997), *C.A.D.D.I.E. : Cas d'Auto-apprentissage de Décisions en Distribution: Implantation d'Enseigne*, Louvain School of Management

Bultez A., Demoulin N., Guerra F., (1996), *Cas SOVEDI Belgium*, Louvain School of Management

## Grants

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**2012** Customer Intelligence : Ameliorer La Vision Globale Des Clients Pour Ameliorer La Prise De Decision En Marketing, Fédération Universitaire et Polytechnique de Lille

## EDITORIAL ACTIVITY

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### Reviewer in an academic journal

**2023** Journal of Marketing Management  
**2021** Recherche et Applications en Marketing  
**2020** Revue Française de Gestion  
**2019** JOURNAL OF RETAILING  
**2018** INFORMATION & MANAGEMENT  
**2017** Journal of Marketing communications  
**2013** International Journal of Retail & Distribution Management  
**2008** Journal of Retailing and Consumer Services

## PROFESSIONAL SERVICE

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### Chair of the organizing committee of an academic conference

10th SERVSIG Conference 2018, France

### Committee/task force member

**2021 - 2022** Servsig 2022 International Committee  
**2020** National Representative for France at European Marketing Association (EMAC) at the executive committee  
**2020** Membre du comité international de l'Association Française du Marketing (afm) en tant que représentante de l'EMAC, France

### Invited Lecturer

**2018 - 2019** teaching of a course of "Marketing Strategy" at the University of Namur , Belgium

### Presentation in a seminar

**2017** Research seminar LOURIM CCMS Louvain School of Management, Belgium

### Reviewer for an academic conference

**2024** EMAC Regional Conference  
**2014** AFM Conference, France  
**2010** EMAC Annual Conference

## RESEARCH ACTIVITIES

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### COMMITTEE CHAIR

#### Communication in press and professional association/event

- 2018 - 2018** Les chatbots dans la mode, entre émergence et réticence, IÉSEG School of Management, France
- 2015 - 2016** Survey Magazine, IÉSEG School of Management, France
- 2015 - 2016** Harvard Business Review, Chronique d'Experts, IÉSEG School of Management, France

#### Course Coordinator

- 2020 - 2024** Marketing Strategy, IÉSEG School of Management, France

#### Member of the research committee

- 2020** Member of the IESEG research committee, IÉSEG School of Management, France
- 2017** Responsable de l'Axe Marketing and sales management au LEM, IÉSEG School of Management, France

#### Organizer of a workshop

- 2017 - 2017** Workshop on Omni-channel retailing, IUP MD - Institut du Marketing et du Management de la distribution, France

#### Participation in the development of an academic program

- 2017 - 2019** Development of the new Master in Retail Management et Business Development with Auchan and Leroy Merlin, IÉSEG School of Management, France

#### Partnership with a company to create and animate a Chair

- 2018 - 2023** Chair d'enseignement Auchan, IÉSEG School of Management, France

#### Supervision of Ph.D. Thesis:

- 2023** Director, Consumers' reactions to AI-based technologies in an online retail context?
- 2020** Director, Seamless Shopping in Omnichannel Retailing: The effect of Channel Integration on Consumers' Responses, IÉSEG School of Management