



**Lana MULIER**

**Ph.D. in Business Economics**

**Assistant Professor, Marketing**

**Major Coordinator**

**[l.mulier@ieseg.fr](mailto:l.mulier@ieseg.fr)**

## **EDUCATION**

**2021** Ph.D. in Business Economics, Ghent University, Belgium

**2016** MSc in Communication Sciences, Ghent University, Belgium

## **RESEARCH INTERESTS**

Advertising, Consumer Behavior, Marketing

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

**2023 - Present** Assistant Professor, IÉSEG School of Management, France

**2023 - Present** Head of Digital Marketing Major, IÉSEG School of Management, France

**2022 - Present** Visiting Professor, University of Antwerp, Antwerpen, Belgium

**2021 - 2022** Postdoctoral Assistant, Ghent University, Ghent, Belgium

**2017 - 2021** Doctoral researcher, Ghent University, Ghent, Belgium

**2016 - 2017** Teaching and Research Assistant, Ghent University, Ghent, Belgium

## **COURSES TAUGHT**

- Digital communication, Grande école (master cycle)
- Omnichannel consumer behavior, Grande école (master cycle)
- Consumer behavior in a digital world, Msc in digital marketing and crm
- Marketing communications
- Marketing communication
- Finality choice marketing management

- Consumer behavior
- Market research

## INTELLECTUAL CONTRIBUTIONS

---

### Papers in refereed journals

---

#### Published

Mulier L., Slabbinck H., Vermeir I., (2024), Face your fears: Direct and indirect measurements of responses to looming threats, *Cognition and Emotion*, 38(1), pp. 187-197

Mulier L., Meersseman E., Vermeir I., Slabbinck H., (2021), Food on the move: The impact of implied motion in pictures on food perceptions through anticipated pleasure of consumption, *Foods*, 10(9), pp. 2194

Mulier L., Slabbinck H., Vermeir I., (2021), This way up: The effectiveness of mobile vertical video marketing, *Journal of Interactive Marketing (formerly JDM)*, 55(1), pp. 1-15

Roose G., Mulier L., (2020), Healthy advertising coming to its senses: The effectiveness of sensory appeals in healthy food advertising, *Foods*, 9(1), pp. 51

### Communications in refereed conferences

---

#### International

MULIER L., Slabbinck H., Vermeir I., (2020), *GIF it to me: The effect of animation on sense of urgency and impulse buying* Society for Consumer Psychology Annual Winter Conference, Huntington Beach, CA, USA

MULIER L., Slabbinck H., Vermeir I., (2017), *Fight or flight? Implicit and explicit measurement of emotions elicited by looming threat* International Conference on Research in Advertising, Ghent, Belgium

### Refereed proceedings

---

#### Published

MULIER L., Slabbinck H., Vermeir I., (2020), This way up: The effectiveness of mobile vertical video marketing, in: J. Argo, T. M. Lowrey, & H. J. Schau(Eds.) in *NA - Advances in Consumer Research Volume 48, Association for Consumer Research, Duluth, pp. 556–557*

MULIER L., Vermeir I., Slabbinck H., (2018), Approach and loss aversion: Consumer responses to approaching and receding stimuli in advertising, in: A. Gershoff, R. Kozinets, & T. White(Eds.) in *NA – Advances in Consumer Research Volume 46, Association for Consumer Research, Duluth, pp. 713–714*

MULIER L., Slabbinck H., Vermeir I., (2017), Fight or flight? Consumers' implicit and explicit emotional reactions to looming threat, in: A. Gneezy, V. Griskevicius, & P. Williams(Eds.) in *NA – Advances in Consumer Research Volume 45, Association for Consumer Research, Duluth, pp. 1050–1050*

### Grants

---

**2017** Personal PhD grant from the Special Research Fund (BOF) and the National Bank of Belgium (NBB), Ghent University (Belgium)

## GRANTS AND HONORS

---

#### Award

2022 Best Thesis (PhD) Award, International Marketing Trends Conference, Italy

## **PROFESSIONAL MEMBERSHIPS**

---

BE4LIFE, Belgium

## **EDITORIAL ACTIVITY**

---

### **Reviewer in an academic journal**

International Journal of Human-Computer Interaction

Physiology & Behavior

Nutrients

International Journal of Environmental Research and Public Health

Behavioral Sciences

International Journal of Business and Emerging Markets

Sustainability

Journal of Theoretical and Applied Electronic Commerce Research

Journal of Financial Services Marketing

Obesity Reviews

## **PROFESSIONAL SERVICE**

---

### **Invited Lecturer**

Afterhours Marketing: Building Brands & Generating Leads, Belgium

### **Keynote address**

**2021** 12th Scientific Conference for PhD Students and Young Researchers in Management, Czech Republic

**2020** Vertifilms 2020 Pocket Conference, Czech Republic

### **Member of the organizing committee of an academic conference**

**2023** Conference on Virtual Worlds and the Metaverse, France

**2018** European Association for Consumer Research Conference (EACR 2018), Belgium

### **Reviewer for an academic conference**

Association for Consumer Research Conference (ACR 2017, 2022, 2023), USA

European Association for Consumer Research Conference (EACR 2018), Belgium

La Londe Conference (2019), France

International Conference on Research in Advertising (ICORIA 2017), Belgium

International Marketing Trends Conference (IMTC 2023), Italy

International Conference on Economic and Business Management (FEBM 2023), China

**Session chair in an academic conference**

International Conference on Research in Advertising (ICORIA 2017), Belgium

**RESEARCH ACTIVITIES**

---

**COMMITTEE CHAIR****Organizer of a workshop**

Co-founder and organizer of workshop series on nudging in the supermarket, Ghent University, Belgium

**Participation in a pedagogical cafe**

Participation in Pedagogical Cafés, IÉSEG School of Management, France

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

Development of the PGE Master Redesign for Marketing majors, IÉSEG School of Management, France