



**Thomas LECLERCQ**

**Ph.D., Management Sciences, Marketing**

**Full Professor, Marketing**

**Head of Department**

**t.leclercq@ieseg.fr**

---

## **EDUCATION**

---

**2017** Ph.D., Management Sciences, Marketing, Louvain School of Management - UCLouvain-Mons, Belgium

## **RESEARCH INTERESTS**

---

Marketing

## **PROFESSIONAL EXPERIENCE**

---

### **ACADEMIC:**

**2018 - Present** Professor, IÉSEG School of Management, France

**2017 - 2017** Lecturer, EDHEC Business School, Lille, France

**2017 - 2018** Lecturer, University of Namur and University of Notre Dame de la Paix, Namur, Belgium

**2012 - 2018** Teaching and Research Assistant, Louvain School of Management - UCLouvain-Mons, Mons-Louvain, Belgium

## **COURSES TAUGHT**

---

- Innovation through social media
- Direct and mailing marketing
- Omnichannel distribution
- Gestion de la relation clients
- Marketing management
- Advanced data analysis
- Service management
- New product development process

## INTELLECTUAL CONTRIBUTIONS

---

### Papers in refereed journals

---

#### Published

- Leclercq T., Danis E., Hoornaert S., (2024), Trust me, I am famous: Legitimizing attractive celebrities as credible endorsers for charitable organizations, *Journal of Marketing Management*, 40(1-2), pp. 102-128
- Leclercq T., Steil N., Wafa Hammedi W., (2024), Gamification Myopia: Satiation Effects in Gamified Activities, *Journal of Service Research*, 27(2), pp. 213-230
- Leclercq T. J., Denis E., Ritondo R., (2023), Dites-moi pourquoi, ou dites-moi pour qui : Formuler les demandes de don en fonction de l'orientation politique, *Recherche et Applications en Marketing*, 38(2), pp. 28-61
- Leclercq T. J., Poncin I., (2023), Breaking Down the Crowd of backers: Profiling Cooperative Strategies on a Reward-based Crowdfunding Platform, *Journal of Marketing Management*, 39(13-14), pp. 1366-1390
- Leclercq T., Ciuchita R., Heller J., Köcher S., Köcher S., Sidaoui K., Stead S., (2023), It's Really Not a Game: An Integrative Review of Gamification for Service Research, *Journal of Service Research*, 26(1), pp. 3-20
- Leclercq T. J., (2022), No pain, no gain! The uncertainty-to- win effect on customer experience quality through gamified interaction, *Recherche et Applications en Marketing*, 37(3), pp. 71-100
- Leclercq T. J., Hammedi W., Poncin I., Alkire L., (2020), Uncovering the Dark Side of Gamification at Work: Impacts on Engagement and Well-Being, *Journal of Business Research*, 122(1), pp. 246-269
- Leclercq T. J., Poncin I., Hammedi W., (2020), Opening the black box of gameful experience: Implications for gamification process design, *Journal of Retailing and Consumer Services*, 52(january), pp. 1-10
- Leclercq T. J., Poncin I., Hammedi W., Kullak Avreliaene A., Linda Hollebeek L., (2020), When Gamification Backfires: The Impact of Perceived Justice on Online Community Contributions, *Journal of Marketing Management*, 36(5-6), pp. 550-577
- Leclercq T., Hammedi W., Poncin I., (2018), The Boundaries of Gamification for Engaging Customers: Effects of Losing a Contest in Online Co-creation Communities, *Journal of Interactive Marketing (formerly JDM)*, 44, pp. 82-101
- Hammedi W., Leclercq T., van Riel A., (2017), The use of gamification mechanics to increase employee and user engagement in participative healthcare services, *Journal of Service Management (formerly IJSIM)*, 28(4), pp. 640-661
- Leclercq T., Poncin I., Hammedi W., (2017), The Engagement Process During Value Co- Creation: Gamification in New Product- Development Platforms, *International Journal of Electronic Commerce*, 21(4), pp. 454-488
- Poncin I., Garnier M., Ben Mimoun M., Leclercq T., (2017), Smart technologies and shopping experience: Are gamification interfaces effective? The case of the Smartstore, *Technological Forecasting and Social Change*, 124, pp. 320-331
- Leclercq T., Hammedi W., Poncin I., (2016), Ten years of value cocreation: An integrative review, *Recherche et Applications en Marketing*, 31(3), pp. 26-60
- Leclercq T. J., Friedman M., (2015), Brand discrimination: an implicit measure of the strength of mental brand representations, *PLOS ONE*, 10(3), pp. 1-24

#### Forthcoming

- Leclercq T., Amin Nazifi A., Holger H., Ben Marder B., (2024), Spinning the Wheel: The Effectiveness of Gamification in Service Recovery, *Journal of Service Research*, NA(NA), pp. NA

### Chapters in books

---

#### Published

- Leclercq T. J., Poncin I., Hammedi W., (2019), Customer Engagement: The Role of Gamification, in: Linda Hollebeek and David Sprott(Eds.), *Handbook of Research on Customer Engagement*, 978 1 78811 488 2, Edward Elgar Publishing, Cheltenham, chapter 7, pp. 70-85

## GRANTS AND HONORS

---

### Award

- 2018 Best Dissertation Award in Service Research Finalist, SERVSIG, France
- 2017 The Bob Johnston Best Paper Award, International Research Symposium on Service Excellence in Management, Portugal
- 2016 Best Communication Award, Association Française du Marketing, France
- 2016 Most Promising Young Researcher Award, Association Française du Marketing, France
- 2016 Most Innovative Paper Award, Elsevier, United Kingdom

## EDITORIAL ACTIVITY

---

### Reviewer in an academic journal

- Journal of Interactive Marketing
- Journal of Service Management
- Journal of Retailing and Consumer Services

## RESEARCH ACTIVITIES

---

### COMMITTEE CHAIR

#### Participation in a professional advisory board

- Organization of the PAB for the Marketing Majors, IÉSEG School of Management, France