



Thomas LECLERCQ

Ph.D., Management Sciences, Marketing

Full Professor, Marketing

Head of Department

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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