



Romain FRANCK

Advanced Research in Marketing

Assistant Professor, Marketing

r.franck@ieseg.fr

EDUCATION

2017 Advanced Research in Marketing, IAE of Grenoble, France

PROFESSIONAL EXPERIENCE

ACADEMIC:

2022 - 2024 Professor, EM Strasbourg, Strasbourg, France

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Forthcoming

Pfiffelmann J., Thøgersen J., Franck R., (2024), Conflicting Consumer Beliefs Influencing Ecolnnovation Adoption: Motives and Barriers for Accepting the Laser Marking of Organic Products, *Psychology and Marketing*, 0(0), pp. 1-26

Chapters in books

Published

Dampérat M., Franck R., (2019), Customer relationships and digital technologies: what place and role for sales representatives?, in: Gilles N'Goala, Virginie Pez-Pérard, Isabelle Prim-Allaz(Eds.), *Augmented customer strategy: CRM in the digital age*, 9781119618324, John Wiley & Sons, Inc, chapter 9, pp. 149-166