



Romain FRANCK

Ph.D., Sales and Marketing, Marketing

Associate Professor, Marketing

r.franck@ieseg.fr

EDUCATION

2022 Ph.D., Sales and Marketing, Marketing, Université Jean Monnet, St Etienne, France

2017 Advanced Research in Marketing, IAE of Grenoble, France

RESEARCH INTERESTS

B2B Sales

PROFESSIONAL EXPERIENCE

ACADEMIC:

2024 - Present Associate Professor, IESEG School of Management, France

2022 - 2024 Associate Professor of Sales and Marketing, EM Strasbourg, Strasbourg, France

PROFESSIONAL:

2010 - 2014 Sales Engineer and Marketing Manager, Axe Informatique, Grenoble, France

COURSES TAUGHT

- Sales techniques, Grande école (bachelor cycle)
- Sales management, Grande école (master cycle)
- Crm and loyalty program, Grande école (master cycle)
- Direct & e-mail marketing, Grande école (master cycle)
- Customer relationship development and crm, Executive mba
- Negotiation

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Schmitt L., Franck R., (2026), Short-term versus long-term time perspectives among B2B salespeople: switching or adapting influence tactics to enhance performance, *Journal of Business & Industrial Marketing*, 41(2), pp. 145–159

Pfiffelmann J., Thøgersen J., Franck R., (2025), Conflicting Consumer Beliefs Influencing Ecolnnovation Adoption: Motives and Barriers for Accepting the Laser Marking of Organic Products, *Psychology and Marketing*, 42(3), pp. 866-891

Franck R., Dampérat M., (2023), How social media use enhances salesperson performance, *Journal of Business & Industrial Marketing*, 38(8), pp. 1720-1737

Franck R., Dampérat M., (2022), Influence of sales force automation on salesperson performance: A study of interpersonal and intrapersonal mediators, *Recherche et Applications en Marketing (English Edition)*, 37(3), pp. 59-85

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