



Nico HEUVINCK

Ph.D. in Marketing, Applied Economic Sciences

Associate Professor, Marketing

Academic Director

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EDUCATION

2013 Ph.D. in Marketing, Applied Economic Sciences, Ghent University, Belgium

2008 Master, Business Administration, Marketing, University College Ghent, Belgium

RESEARCH INTERESTS

Attitude theory, Consumer Behavior, Judgment and decision making, Nostalgia, Store atmospherics

PROFESSIONAL EXPERIENCE

ACADEMIC:

2008 - 2012 Research Assistant/PhD student, University College Ghent, Ghent, Belgium

COURSES TAUGHT

- Market research, Grande ecole (bachelor cycle)
- Marketing research methodology, Grande ecole (master cycle)
- Neuromarketing, Grande ecole (master cycle)
- Strategic marketing research, Grande ecole (master cycle)
- Marketing research

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

De Kerviler G., Heuvinck N., Jöerling M., (2024), Demain, nos avocats seront des IA... : la question de la moralité des IA dans le domaine juridique, *Survey Magazine*, T2 2024(8664), pp. 87-88

- Gentina E., De Kerviler G., Heuvinck N., (2024), Comment positionner une marque de luxe comme éthique, *Survey Magazine*, T4 2024(8665), pp. 17-19
- Heuvinck N., (2024), Comment les supermarchés et vos sens trompent vos choix alimentaires (sains), *Survey Magazine*, T4 2024(8665), pp. 15-16
- De Kerviler G., Heuvinck N., Gentina E., (2022), "Make an Effort and Show me the Love" Effects of Indexical and Iconic Authenticity Cues on Perceived Brand Ethicality, *Journal of Business Ethics*, 179(2), pp. 89-110
- Li Y., Heuvinck N., Pandelaere M., (2022), The Light = Healthy Intuition, *Journal of Consumer Psychology*, 32(2), pp. 326-335
- De Kerviler G., Gentina E., Heuvinck N., (2021), Research: How to Position a Luxury Brand as Sustainable, *Harvard Business Review online*, 2021(09), pp. 1-8
- Cornelis E., Heuvinck N., Majmundar A., (2020), The Ambivalence Story: Using Refutation to Counter the Negative Effects of Ambivalence in Two-sided Messages, *International Journal of Advertising*, 39(3), pp. 410-432
- Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2016), Altering speed of locomotion, *Journal of Consumer Research*, 43(3), pp. 407-428

Communications in refereed conferences

International

- Heuvinck N., Li Y., Pandelaere M., (2025), *Strategic Indulgence: Preference of Shorter Decision Time to Ease Indulgent Choices* AMS Annual Conference, Montreal, Canada
- Heuvinck N., Li Y., (2024), *Fast Meal = Fast Food" Intuition - The Effect of Consumption Time Pressure on Fast-Food Choice* EMAC Annual Conference 2024, Bucharest, Romania
- Heuvinck N., Li Y., (2024), *The "Fast Meal = Fast-Food" Intuition: The Effect of Consumption Time Pressure on Fast-Food Choice* AMA CBSIG 2024 Conference, Vienna, Austria
- Heuvinck N., Li Y., (2024), *The "Fast Meal = Fast-food" Intuition - The Effect of Consumption Time Pressure on Fast-food Choice* 2024 AMA Marketing and Public Policy Conference, Washington DC, USA
- Li Y., Pandelaere M., Heuvinck N., (2024), *Strategic Indulgence: Preference of Shorter Decision Time to Ease Indulgent Choices'* ACR Asia-Pacific Conference 2024, Bali, Indonesia
- Li Y., Pandelaere M., Heuvinck N., (2024), *Strategic Indulgence: Preference of Shorter Decision Time to Ease Indulgent Choices* AMA CBSIG 2024 Conference, Vienna, Austria
- Heuvinck N., Li Y., (2023), *'Fast Meal = Fast Food Intuition - The Effect of Consumption Time Pressure on Food Choice* Society for Consumer Psychology (SCP 2023), San Juan, Puerto Rico
- Heuvinck N., Yi Li Y., (2023), *The "Fast Meal = Fast Food Intuition" - The Effect of Consumption Time Pressure on Fast Food Choice* La Londe 2023 Conference in Marketing Communications and Consumer Behavior, La Londe les Maures, France
- Jörling M., Heuvinck N., De Kerviler G., Derek Rucker D., (2023), *Technoism: Relative preference for human predicts algorithm aversion* 2023 Association for Consumer Research Conference (ACR), Seattle, USA
- De Temmerman J., Heuvinck N., Slabbinck H., Vermeir I., (2022), *Recyled Plastic Packaging on the Upswing: An Abstract* Academy of Marketing Science Conference (AMS 2022), Monterey, USA
- De Temmerman J., Heuvinck N., Slabbinck H., Vermeir I., (2022), *The Effect of Recycled Packaging on Perceived Product Naturalness* Association for Consumer Research, Denver, USA
- Heuvinck N., Li Y., (2022), *Fast Meal = Fast Food Intuition - The Effect of Time Pressure on Food Choice* Academy of Marketing Science Conference (AMS 2022), Monterey, USA
- Jöerling M., Heuvinck N., De Kerviler G., Rucker D., (2022), *Technoism: A New Form of Prejudice and Discrimination* Association for Consumer Research, Denver, USA
- Heuvinck N., Li Y., (2021), *Fast Meal = Fast Food Intuition: The Effect of Consumption Time Pressure on Unhealthy Food Choice* ANZMAC 2021, Melbourne, Australia

De Kerviler G., Gentina E., Heuvinck N., (2020), *"Make an Effort to Show Me Love" The Effects of Indexical and Iconic Authenticity on Consumer Perceived Ethicality* Academy of Marketing Science Annual Conference, Coral Gables, USA

De Kerviler G., Heuvinck N., Gentina E., (2020), *"Make an Effort to Show Me Love" The Effects of Indexical and Iconic Authenticity on Consumer Perceived Ethicality* EMAC, Budapest, Hungary

Esper S., de Bakker F., Heuvinck N., (2020), *"Dealing with Decoupling: CSR Managers' Motivations"* paper to be presented in the Symposium *"Overcoming the dichotomy in micro-level CSR research"*. The Academy of Management (AoM) Annual Conference, Vancouver, Canada

Esper S., de Bakker F., Heuvinck N., (2020), *"Overcoming cherry picking: How CSR managers cope with selective decoupling"* The European Group for Organization Studies (EGOS) colloquium, Hamburg, Germany

Gentina E., De Kerviler G., Heuvinck N., (2020), *Make an Effort to Show Me Love" The Effects of Indexical and Iconic Authenticity on Consumer Perceived Ethicality* EMAC, Budapest, Hungary

Heuvinck N., Li Y., Pandelaere M., (2020), *The "healthy=light" heuristic* Academy of Marketing Science Conference (AMS 2020), Coral Gables, USA

Heuvinck N., Li Y., Pandelaere M., (2020), *The "healthy=light" heuristic* European Marketing Academy (EMAC 2020), Budapest, Hungary

Esper S., De Bakker F., Heuvinck N., (2019), *Managerial motivation and PCSR engagement: An experimental approach* Pre-Colloquium Development Workshop 08: Experimental Research in Organization Studies, European Group for Organizational Studies (EGOS) Colloquium, Edinburgh, United Kingdom

Esper S., De Bakker F., Heuvinck N., (2019), *The political engagement of corporations: Managerial responses to stakeholders' pressures* Business and Society Research Seminar 2019: Corporate Social Responsibility, Grand Challenges and Sustainability: The Business of Society?!, Amsterdam, Netherlands

Majmundar A., Cornelis E., Heuvinck N., (2017), *Same same, but different: How refutational two-sided messages steer ambivalent attitudes* Association for Consumer Research Conference (ACR 2017), San Diego, USA

Majmundar A., Cornelis E., Heuvinck N., (2017), *Same same, but different: How refutational two-sided messages steer ambivalent attitudes* ICORIA 2017 Conference, Ghent, Belgium

Heuvinck N., Lembregts C., Cabooter E., (2016), *Looking back over your shoulder - Nostalgia & embodied cognition* EMAC 2016 Conference, Oslo, Norway

Majmundar A., Cornelis E., Heuvinck N., (2016), *Manufacturing consent: How refutational two-sided messages steer ambivalent attitudes* EMAC 2016, Oslo, Norway

Heuvinck N., Cornelis E., (2015), *Anyway the wind blows - Manufacturing consent: How refutational messages two-sided messages steer ambivalent attitudes* SCP 2015 Conference, Phoenix, USA

Heuvinck N., Van den Bergh B., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* EMAC 2015 Conference, Leuven, Belgium

Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* International SCP 2015 Conference, Vienna, Austria

Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* La Londe 2015 Conference in Marketing Communications and Consumer Behavior, La Londe les Maures, France

Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2014), *Altering speed of locomotion through path partitioning* BDRM 2014 Conference, London, United Kingdom

Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2014), *Nudging the speed of locomotion – Effect of movement signals on consumers' walking speed* SCP 2014 Conference, Miami, USA

Heuvinck N., Vermeir I., Geuens M., (2013), *When being sure that you are unsure predicts behavior - Some ambivalent attitudes are more predictive of behavior than others* EMAC 2013 Conference, Istanbul, Turkey

Heuvinck N., Vermeir I., Geuens M., (2012), *Listen, I'm not in the mood but these words matter...to me at least - Coping with ambivalence through spreading word-of-mouth* SCP 2012 Conference, Las Vegas, USA

Heuvinck N., Vermeir I., Geuens M., (2012), *When being sure that you are unsure predicts behavior - Some ambivalent attitudes are more predictive of behavior than others* EASP 2012 4th Meeting on the Psychology of Attitudes, Ghent, Belgium

- Heuvinck N., Vermeir I., Geuens M., (2012), *When being sure that you are unsure predicts behavior - Some ambivalent attitudes are more predictive of behavior than others* SCP 2012 Conference, Las Vegas, USA
- Heuvinck N., Vermeir I., Geuens M., (2012), *When the bias is in mind and eyes - Coping with ambivalence by biased information processing* EMAC 41th Conference, Lisbon, Portugal
- Heuvinck N., Geuens M., Vermeir I., (2011), *The good, the bad, and the certain - When ambivalent attitudes affect intention differently* ACR 2011 Conference, St. Louis, USA
- Heuvinck N., Van Vaerenbergh Y., Vermeir I., Geuens M., (2011), *Spreading word-of-mouth when loving and hating the same object: The impact of attitude ambivalence on pre- and post-failure word-of-mouth* SCP 2011 Conference, Atlanta, USA
- Heuvinck N., Vermeir I., Geuens M., (2011), *Folks, Listen up! My words matter...to me at least - Coping with ambivalence through spreading word-of-mouth* EMAC 40th Conference, Ljubljana, Slovenia
- Heuvinck N., Vermeir I., Geuens M., (2011), *Underneath the skin of attitude ambivalence: Coping with different types of ambivalence* SCP 2011 Conference, Atlanta, USA
- Heuvinck N., Vermeir I., Geuens M., (2011), *When knowing is better than expecting - Resolving different types of ambivalence by (biased) information processing and spreading word-of-mouth* ACR 2011 Conference, St. Louis, USA
- Heuvinck N., Vermeir I., Geuens M., (2010), *Message efficacy for one-sided versus two-sided messages: The moderating role of attitude ambivalence* EMAC 39th Conference, Copenhagen, Denmark
- Van Vaerenbergh Y., Heuvinck N., Vermeir I., (2010), *The role of attitude ambivalence on customers' reactions to product failures* EMAC 39th Conference, Copenhagen, Denmark
- Heuvinck N., Vermeir I., Geuens M., (2009), *Underneath the skin of attitude ambivalence: Different types of ambivalence* EMAC 22nd Doctoral Colloquium, Nantes, France

Other conference and seminar presentations

International

- Heuvinck N., De Caigny A., Waardenburg L., (2022), *The algorithm gone wrong? Responses to algorithmic versus human bias* Online, Online, France
- De Temmerman J., Heuvinck N., Vermeir I., Slabbinck H., (2020), *Recycled Plastic on the Upswing: The Effect of Packaging Material on Perceived Healthiness and Purchase Intention* ACR 2020, Paris (online), France
- Esper S., de Bakker F., Heuvinck N., (2020), *"CSR as 'empty actions': How CSR managers perceive and cope with decoupling"* 1. The conference of the International Association for Business and Society (IABS) 2020, Lisbon, Portugal
- Heuvinck N., Li Y., Pandelaere M., (2019), *The "Healthy=Light" Heuristic* La Londe 2019 Conference in Marketing Communications and Consumer Behavior, La Londe les Maures, France
- Heuvinck N., Li Y., Pandelaere M., (2019), *The "Healthy=Lighter" Heuristic* Society for Consumer Psychology (SCP 2019), Savannah, USA
- Heuvinck N., Li Y., Pandelaere M., (2018), *The "Healthy=Lighter" Heuristic* Association for Consumer Research Conference (ACR 2018), Dallas, USA
- Heuvinck N., Li Y., Pandelaere M., (2018), *The healthy=light heuristic* Australian and New Zealand Marketing Academy Conference (ANZMAC 2018), Adelaide, Australia
- Heuvinck N., Vermeir I., Quaschnig S., (2012), *Size matters! - The effect of floor tiles size on consumer behavior in a retail environment* ACR 2012 Conference, Vancouver, Canada

Refereed proceedings

Published

- Majmundar A., Cornelis E., Heuvinck N., (2017), *Same Same, But Different: How Refutational Two-Sided Messages Steer Ambivalent Attitudes*, in: Gneezy, Griskevicius & Williams(Eds.) in *Advances in Consumer Research Volume 45*, Association for Consumer Research, Duluth, pp. 769-770

Heuvinck N., Vermeir I., Quaschnig S., (2012), Size matters! - The effect of floor tiles size on consumer behavior in a retail environment, in: Gurhan-Can, Otnes & Zhu(Eds.) in *Advances in Consumer Research Volume 40, Association for Consumer Research, Duluth, pp. 1122-1122*

Heuvinck N., Geuens M., Vermeir I., (2011), The good, the bad, and the certain - When ambivalent attitudes affect intention differently, in: Ahluwalia, Chartrand & Ratner(Eds.) in *Advances in Consumer Research Volume 39, Association for Consumer Research, Duluth, pp. 425-426*

Heuvinck N., Vermeir I., Geuens M., (2011), When knowing is better than expecting - Resolving different types of ambivalence by (biased) information processing and spreading word-of-mouth, in: Ahluwlia, Chartrand & Ratner(Eds.) in *Advances in consumer Research Volume 39, Association for Consumer Research, Duluth, pp. 423-424*

Books

Published

Charry K., Coussement K., Demoulin N., Heuvinck N., (2016), *Marketing Research with IBM SPSS Statistics*, 978-1-4724-7745-3 , Routledge, London, 264 pages

GRANTS AND HONORS

Award

- 2018 ANZMAC 2018 Best paper in the Consumer Behavior track award, ANZMAC, Australia
- 2017 Paper selected for the ICORIA 2017 Best Student Paper Award , Ghent University, Belgium
- 2012 placed in top 20 of the Best paper of the conference based on a doctoral dissertation award, European Marketing Academy (EMAC) 41th Conference, Portugal
- 2011 Best paper of the Conference based on a doctoral dissertation, European Marketing Academy (EMAC) 40th Conference, Slovenia

Honor

- 2015 Paper rated as one of the top 10 papers in the Consumer Behavior track of the EMAC 2015 Conference, European Marketing Academy (EMAC) 44th Conference, Belgium
- 2010 EDEN Doctoral Seminar on Consumer Behavior Fellow, EIASM, Belgium
- 2009 European Marketing Academy (EMAC) 22nd Doctoral Colloquium Fellow, Audencia Business School, France
- 2009 EDEN Doctoral Seminar on Research Methods in Marketing Fellow, EIASM, Belgium

PROFESSIONAL SERVICE

Invited Lecturer

- 2014 LEM Research Day, France
- 2012 Catholic University of Lille - IÉSEG School of Management, Department of Marketing, France
- 2012 Ohio State University, Department of Psychology, USA
- 2012 USC Marshall School of Business, Department of Marketing, USA

Reviewer for an academic conference

Reviewer ACR

Reviewer SCP

Reviewer EMAC

Session chair in an academic conference

2016	EMAC 2016, Norway
2012	EMAC 2012, Portugal

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Committee Member

2015	Vison steering group Best Place to Work - Lille, IÉSEG School of Management, France
	several meetings for setting up a partnership with the Anthrope Lab of Catho, IÉSEG School of Management, France

Contribution to an international academic partnership

2016 - 2016	Twinning Program with Loyola College (India) - taught Market Research intensive, IÉSEG School of Management, France
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Co-Organizer of a workshop

2015 - 2015	Moderation/Mediation Workshop by Vasileios Davvetas (University of Vienna), IÉSEG School of Management, France
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Member of a teaching quality committee

2014	Member of the TQC group, IÉSEG School of Management, France
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Participation in a pedagogical cafe

2015 - 2016	participated in 2 pedagogical cafés & the Pedagogical Day, IÉSEG School of Management, France
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Participation in recruitment of professors

Meeting for shortlisting candidates + attending job talks, IÉSEG School of Management, France

Track research seminar Co-Coordinator

2014	Co-organizer of the Marketing Research seminars, IÉSEG School of Management, France
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