



**Nico HEUVINCK**

**Ph.D. in Marketing, Applied Economic Sciences**

**Associate Professor, Marketing**

**Academic Director**

n.heuvinck@ieseg.fr

## **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

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., (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), *Recycled 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

Jörling 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 Conference (AMS 2020), Coral Gables, USA

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

## 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 Anthro 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

#### Co-Organizer of a workshop

- 2015 - 2015** Moderation/Mediation Workshop by Vasileios Davvetas (University of Vienna), IÉSEG School of Management, France

#### Member of a teaching quality committee

- 2014** Member of the TQC group, IÉSEG School of Management, France

#### Participation in a pedagogical cafe

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

#### 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