



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), *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

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: Ahluwalia, 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

EDITORIAL ACTIVITY

Associate Editor in an academic journal

2024 Journal of Business Research, USA

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 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