



## Véronique PAUWELS-DELIASSUS

Ph.D. in Management

Associate Professor, Marketing

Academic Director

v.pauwels@ieseg.fr

### EDUCATION

**2005** Ph.D. in Management, University of Lille 2, France

### RESEARCH INTERESTS

Brand management, Brand Equity, CSR, Brand values creation, strategic marketing

### PROFESSIONAL EXPERIENCE

#### ACADEMIC:

**2013 - 2020** Academic director Msc in Digital Marketing & CRM, IÉSEG School of Management, France

**2012 - Present** Academic Director Apprenticeship Program Digital Marketing et E-commerce, IÉSEG School of Management, France

#### PROFESSIONAL:

**2005 - 2007** Innovation Marketing Director Europe, International Food Company - FMCG, Villeneuve d'Ascq, France

**2004 - 2005** Marketing Director, International Food Company - FMCG, Villeneuve d'Ascq, France

**2001 - 2004** Marketing Director Benelux, International Food Company - FMCG, Eindhoven, Netherlands

**1996 - 2001** European Brand Manager, FMCG International Food Industry, Villeneuve d'Ascq, France

### COURSES TAUGHT

- Methode de recherche et consulting, Bachelor in international business
- Management de la marque dans un environnement omnicanal, Grande ecole (master cycle)
- Marketing management, Grande ecole (bachelor cycle)
- Measuring marketing performance & roi, Msc in digital marketing and crm
- Online reputation management, Msc in digital marketing and crm

- Projet professionnel 1 mkt, Grande école (master cycle)
- Projet professionnel 2 mkt, Grande école (master cycle)
- Brand management, Grande école (master cycle)

## INTELLECTUAL CONTRIBUTIONS

---

### Papers in refereed journals

---

#### Published

- Grappi S., Pauwels-Delassus V., Pedeliento G., Zarantonello L., (2024), How nostalgia in advertising increases brand love: a cross-country study, *Journal of Product & Brand Management*, 33(7), pp. 869-887
- Gentina E., Pauwels-Delassus V., Leclercq-Vandelannoitte A., (2022), « Infidèles, zappeurs et slasheurs ? Les Z et l'émergence d'une nouvelle forme de fidélité employeur », *Revue de Gestion des Ressources Humaines*, 125(3), pp. 55-71
- Swaen V., Demoulin N., Pauwels-Delassus V., (2021), Impact of customers' perceptions regarding corporate social responsibility and irresponsibility in the grocery retailing industry: The role of corporate reputation, *Journal of Business Research*, 131(July), pp. 709-721
- Pauwels-Delassus V., Mogos-Descotes R., (2018), Fan Resistance Towards a Change in club Identity, *Management International*, 23(1), pp. 78-90
- Mogos-Descotes R., Pauwels-Delassus V., (2015), The impact of consumer resistance to brand substitution on brand relationship, *Journal of Consumer Marketing*, 32(1), pp. 34 - 42
- Pauwels-Delassus V., Leclercq-Vandelannoitte A., Mogos-Descotes R., (2014), La résistance au changement de nom de marque: ses antécédents et ses conséquences sur le capital de marque, *Management International*, 18(3), pp. 45-59
- Pauwels-Delassus V., Mogos-Descotes R., (2013), Brand name change: Can trust and loyalty be transferred?, *Journal of Brand Management*, 20(8), pp. 656-669
- Pauwels-Delassus V., Fosse-Gomez M., (2012), Les enjeux de l'abandon d'une marque locale: la question du transfert d'image, *Décisions Marketing*, 67(juillet septembre), pp. 11-22
- Pauwels-Delassus V., Mogos-Descotes R., (2012), Brand name substitution and brand equity transfer, *Journal of Product & Brand Management*, 21(2), pp. 117-125

### Communications in refereed conferences

---

#### International

- Demoulin N., Swaen V., Pauwels-Delassus V., (2020), *The effect of corporate social responsibility and irresponsibility in the grocery retailing industry on brand equity and share of wallet through corporate reputation* RARCS, Baveno, Italy
- Hota M., Pauwels-Delassus V., Burette L., (2017), *The Impact of Co-creation and Service Experience on the loyalty of football club supporters* reser2017, Bilbao, Spain
- Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility: The role of co-creation type* European Marketing Academy Conference (EMAC), Groningen, Netherlands
- Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility* International Marketing Ethics and Corporate Social Responsibility: 5th Academic Symposium, South Bend, USA
- Pauwels-Delassus V., Mogos-Descotes R., kaswengi J., (2017), *Consumers' resistance to a retailer brand name substitution: antecedents and consequences*. AFM, 33e Congres International Tours 2017, Tours, France
- Swaen V., Demoulin N., Pauwels-Delassus V., (2017), *Being a socially responsible or irresponsible retailer: Does it matter for consumers?* EMAC, Groningen, Netherlands

De Kerviler G., Pauwels-Delassus V., Janssen C., (2016), *Investigating the relationship between co-creation and corporate social responsibility: The role of co-creation type* 19th AMS World Marketing Congress, Paris, France

Pauwels-Delassus V., Mogos-Descotes R., Williaume W., (2016), *La résistance des fans face au changement d'identité du club sportif* 32 ème Congrès International de l'Association Française du Marketing, Lyon, France

Pauwels-Delassus V., Zarentonello L., (2016), *Exploring the relationship between brand experience and brand love* CMC 2016 - 21st International Conference on Corporate and Marketing Communications, London, United Kingdom

Swaen V., Demoulin N., Pauwels - Delassus V., (2016), *Corporate Social Responsibility and Irresponsibility: How Do Customers React to Ambivalent CSR Information? Application in the Retailing Sector* the Academy of Marketing Science World Marketing Congress, Paris, France

Swaen V., Demoulin N., Pauwels - Delassus V., (2016), *How do consumers react to corporate social responsibility and irresponsibility in the retailing sector?* European Marketing Academy Conference (EMAC), Oslo, Norway

Hota M., Pauwels-Delassus V., Theibaut C., (2014), *Country-of-origin effect: a competitive advantage? The case of the Icelandic company Atlantic Leather* International Conference on Management Research (ICMR), Lahore, Pakistan

Pauwels-Delassus V., Mogos-Descotes R., (2014), *The impact of consumer resistance to brand substitution on Brand trust and Loyalty* 9 th Global Brand Conference 2014 - Academy of Marketing , Hertfordshire, United Kingdom

Pauwels - Delassus V., Mogos Descotes R., (2011), *Can trust and loyalty to the brand be transferred in the case of a brand change?* World Marketing Congress of AMS, Reims, France

Pauwels-Delassus V., Mogos-Descotes R., (2011), *Can trust and Loyalty be transferred in the case of a brand change? Academy of Marketing Science The Customer is NOT Always Right?* Academy of Marketing Science The Customer is NOT Always Right?, Reims, France

Pauwels-Delassus V., (2010), *From Local to Global: Brand replacement from a consumer's perspective* Academy of marketing Science Cultural Perspectives in marketing conference, Lille, France

## **Other conference and seminar presentations**

---

### **International**

Pauwels-Delassus V., MOGOS DESCOTES R., (2018), *Comment engager les consommateurs lors d'un changement de nom de marque afin de préserver l'authenticité de la marque et leur intention d'achat* 34ème congrès international de l'Association Française du Marketing, Strasbourg, France

Pauwels-Delassus V., Zarantonello L., Grappi S., (2018), *An international study of nostalgic advertising and its effects on branding* EMAC, Glasgow, United Kingdom

## **Refereed proceedings**

---

### **Published**

Hota M., Pauwels-Delassus V., Burette L., (2017), *The impact of co-creation and service experience on the loyalty of football club supporters*, in: Estibaliz Hernandez(Eds.) in *reser2017, Reser 2017 Conference, Bilbao*

### **Forthcoming**

De Kerviler G., Janssen C., Pauwels-Delassus V., (2017), *Investigating the Relationship Between Co-creation and Corporate Social Responsibility: The Role of Co-creation Type*, in: Springer(Eds.) in *Rossi P. (eds) Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, Springer, Cham, pp. 581*

## **Books**

---

### **Published**

Zarantonello L., Pauwels-Delassus V., (2015), *Handbook of Brand Management Scales*, 978-1-315-81399-8 , Routledge, London, 330 pages

## Case studies

---

Pauwels-Delassus V., (2022), *The Battle is getting harder on the portioned coffee market!*, *The Case Centre*, case study 522-0047-1, teaching note 522-0047-8

Hota M., Pauwels-Delassus V., (2012), *Coca Cola and the Olympic Games - The Spirit of Social Responsibility Governs the Spirit of the Olympics*, *European Case Clearing House*, case study 512-110-1, teaching note 512-110-8, technical note 512-110-6

Pauwels-Delassus V., Waché R., (2012), *La stratégie low-cost de RENAULT: les facteurs clés du succès de DACIA*, *CCMP Centrale de Cas et de Médias Pédagogiques*, case study M1787, teaching note M1787, teaching note supplement M1787, technical note M1787, background M1787

Pauwels-Delassus V., (2007), *MARIE - Analyse de la stratégie marketing et de son repositionnement*, *CCMP Centrale de Cas et de Médias Pédagogiques*, case study M1619

## Grants

---

**2012** La co-création de valeur entre entreprise et consommateurs : Vers un monde plus responsable, Fédération Universitaire et Polytechnique de Lille

## EDITORIAL ACTIVITY

---

### Reviewer in an academic journal

**2016 - 2017** MANAGEMENT INTERNATIONAL