Helen COCCO

Ph.D. in Sales and Marketing

Assistant Professor, Marketing

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EDUCATION

2020 Ph.D. in Sales and Marketing, IÉSEG School of Management, France

2007 Master, Business Administration, Management, University of Wales, United Kingdom

2005 Bachelor, Other, Music, University of York, United Kingdom

RESEARCH INTERESTS

Consumer behaviour, Customer Experience, Omnichannel

PROFESSIONAL EXPERIENCE

ACADEMIC:

2021 - Present Assistant Professor, IÉSEG School of Management, France

2015 - 2020 Teaching and Research Assistant, IÉSEG School of Management, France

PROFESSIONAL:

2012 - 2015 Project Manager, Save the Children, Cardiff, United Kingdom

2007 - 2012 Marketing Officer, Cardiff Credit Union, Cardiff, United Kingdom

COURSES TAUGHT

- Customer experience and crm
- Retail marketing strategy, Post graduate program
- Introduction to retail marketing, Post graduate program
- Crm and csr in b2b, Msc in digital marketing and crm
- Omnichannel distribution, Msc in digital marketing and crm

- Experiential marketing, Post graduate program
- Omnichannel retailing and customer experience management, Post graduate program
- Marketing management, Grande ecole (master cycle)
- Bachelor business game, Grande ecole (bachelor cycle)
- Master business game, Grande ecole (master cycle)
- Introduction to marketing, Grande ecole (bachelor cycle)
- Market research, Grande ecole (bachelor cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

De Juan Vigaray M. D., Cocco H., (2026), A typology of influencer-driven customer journeys, *Journal of Marketing Management*, 42(7-8), pp. 1084-1109

Cocco H., De-Juan Vigaray M., (2022), A Typology of Omnichannel Retailer Activities during the COVID-19 Pandemic, *International Journal of Retail & Distribution Management*, 50(8/9), pp. 1062-1094

Cocco H., Demoulin N., (2022), Designing a seamless shopping journey through omnichannel retailer integration, *Journal of Business Research*, 150(November), pp. 461-475

Demoulin N., Cocco H., (2016), L'expérience client dans un contexte omni-canal, un concept multidimensionnelle , *Survey Magazine*, (T4), pp. 58-59

Communications in refereed conferences

International

Anggraini L., Demoulin N., Cocco H., (2025), *Investigating consumer resistance to adopt Augmented Reality (AR) in online retail,* EMAC, Madrid, Spain

Demoulin N., Cocco H., (2025), *Persistence of customers during their shopping journey* RARCS, Zagreb, Croatia

Cocco H., Demoulin N., (2024), *Persistance of Customers During their Shoping Journey.* International Marketing Trends Conference, Venice, Italy

Cocco H., Demoulin N., (2024), *Persistence of customers during their shopping journey.* EMAC Annual Conference 2024, Bucharest, Romania

Demoulin N., Cocco H., (2024), *PERSISTENCE OF CUSTOMERS DURING THEIR SHOPPING JOURNEY* AMS World Marketing Congress, Bel Ombre, Mauritius

Cocco H., De Juan Vigaray M., (2021), *Omnichannel Business Challenges during the COVID-19 Pandemic.* 6th Colloquium on European Research in Retailing (CERR), Sophia Antipolis, France

Cocco H., Demoulin N., (2020), *Seamless Shopping in Omnichannel Retailing: The effect of Channel Integration on Consumers' Responses* EMAC, Zagreb, Croatia, Croatia

Cocco H., Demoulin N., (2018), *Seamless Customer Experience; The Construct, Antecedents and Outcomes* Colloquium on European Research in Retailing 2018, Surrey, United Kingdom

Cocco H., Demoulin N., (2018), *Seamless Shopping Experience; The Construct, Antecedents and Outcomes* 10th SERVSIG Conference, Paris, France

Demoulin N., Cocco H., (2018), *Conceptualization and Measurement of the Shopping Experience in an Omnichannel Contex* 47th EMAC Annual conference, Glasgow, United Kingdom

Cocco H., Demoulin N., (2017), *Conceptualization and measurement of the shopping experience in an omnichannel context* ICRM - International Colloquium on Relationship Marketing, Munich, Germany

Cocco H., Demoulin N., (2017), *Seamless Customer Experience; Connecting the experience for the technology driven consumer* ANZMAC 2017 Mid-Year Doctoral Colloquium, Brisbane, Australia

Other conference and seminar presentations

International

Cocco H., Demoulin N., (2018), *Understanding the Omnichannel Shopper, an investigation of consumer channel choice in the omnichannel shopping environment* ICRM - International Colloquium on Relationship Marketing, Cardiff, United Kingdom

GRANTS AND HONORS

Award

2017 Best Paper runner-up Award, ANZMAC 2017 Mid-Year Doctoral Colloquium, Griffith University, Australia

EDITORIAL ACTIVITY

Reviewer in an academic journal

2026 Journal of Marketing Management

2025 Journal of Marketing Management

2025 International Journal of Retail & Distribution Management

2025 International Journal of Retail & Distribution Management

2024 International Journal of Retail & Distribution Management

2023 Journal of Business Research

2022 Journal of Marketing Management

2020 Journal of Marketing Management

Journal of Business Research

PROFESSIONAL SERVICE

Reviewer for an academic conference

2025 AMS Annual Conference 2026, USA

2025 AMS Annual Conference 2026

2025 CERR Conference (Colloquium on European Retail Research) 2025

2025 AFM 41ème Congrès International de l'Association Française du Marketing 2025

2022 CERR Conference (Colloquium on European Retail Research) 2022

RESEARCH ACTIVITIES

Supervision of Ph.D. Thesis:

2026 Co-director, **, IÉSEG School of Management