



Helen COCCO

Ph.D. in Sales and Marketing

Assistant Professor, Marketing

h.cocco@ieseg.fr

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

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), *Persistence 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 Context* 47th EMAC Annual conference, Glasgow, United Kingdom

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

International

GRANTS AND HONORS

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

Reviewer in an academic journal

2023	Journal of Business Research
2020	Journal of Marketing Management

Reviewer for an academic conference

2022 CERR conference