



Full Professor with HDR qualification Barbara CAEMMERER

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- International Marketing Communications
- Marketing
- Services Marketing and Management
- Management of Franchising Systems
- Development of SMEs
- ICT Innovation for Sustainability

TEACHING DOMAINS

- Principles of Marketing
- Services Marketing and Management
- Marketing and Management Strategy
- Marketing Communications
- Research Methodology
- Marketing Research

EDUCATION

Highest degree :

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| 2014 | Higher Doctorate (Habil.). The Improvement of Service Management Practices and their Application to the Public Sector, Université Panthéon-Sorbonne - Paris 1, France |
| 2007 | PGDip in Research Methods / PGCert in Advanced Academic Studies, University of Strathclyde, United Kingdom |
| 2006 | PhD, Marketing. Funded by Scottish Enterprise (economic development agency), University of Strathclyde, United Kingdom
<i>The Management of Customer Feedback in the Development of Service Orientation in the Public Sector / Gestion de la mesure de la performance dans le développement de l'orientation service dans le secteur public</i> |
| 2002 | BA Honours in Marketing and Psychology, University of Strathclyde, United Kingdom |

CERTIFICATIONS

2007	Postgraduate Certificate: Advanced Academic Studies (Research and Teaching), University of Strathclyde, United Kingdom
1998	Certificate as a trainer for commercial professions, German Chamber of Commerce and Industry, -, Germany
1998	Vocational training as advertising executive, DDB Worldwide/German Chamber of Commerce and Industry, -, Germany
1995	Professional training as public relations officer, AGM Advertising Agency, -, Germany

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2024	Associate researcher, LAREQUOI, France
Since 2014	Professor Habil., ESSCA School of Management, France
2011 - 2014	Full Professor, ESSCA School of Management, France
2010 - 2011	Associate Professor, ESSCA School of Management, France
2006 - 2010	Assistant Professor, University of Strathclyde, United Kingdom

Professional experience

2005 - 2006	Consultant – Development and Regeneration Services, Glasgow City Council, United Kingdom
2002 - 2005	Researcher – Customer Relations in Economic Development, Scottish Enterprise, United Kingdom
2000 - 2000	Strategic Planning in Marketing Communications, BBDO, Mexico
1999 - 1999	Public Relations in the Music Industry, BMG, Germany
1995 - 1998	Account Management and Strategic Planning in Marketing Communications, DDB Needham, Germany
1994 - 1995	Public Relations Agency, AGM, Germany

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

BOULAY, J., CAEMMERER, B., CHANUT, O., CHAUDEY, M. and FADAIRO, M. (2023). It takes two to tango: a taxonomy of franchise success determinants. *International Journal of Retail and Distribution Management*, 51(6), pp. 807-825.

CAEMMERER, B., GOERNE, J. and MULKI, J.P. (2021). Consequences of managerial indecisiveness. *International Journal of Bank Marketing*, 39(6), pp. 1025-1045.

BOULAY, J., CAEMMERER, B., EVANSCHITSKY, H. and DUNIACH, K. (2020). Multi-unit franchising from franchisor and franchisee perspectives: Antecedents, outcomes and the optimal mini-chain size. *Journal of Business Research*, 113, pp. 49-58.

LYNN, T., MUZELLE, L., CAEMMERER, B. and TURLEY, D. (2017). Social network sites : early adopters' personality and influence. *Journal of Product and Brand Management*, 26(1), pp. 42-51.

BOULAY, J., CAEMMERER, B., EVANSCHITZKY, H. and DUNIACH, K. (2016). Growth, Uniformity, Local Responsiveness, and System-Wide Adaptation in Multi-Unit Franchising. *Journal of Small Business Management*, 54(4), pp. 1193-1205.

- HARKER, M., CAEMMERER, B. and HYNES, N. (2016). Management Education by the French Grandes Ecoles - Past, Present and an Uncertain Future. *Academy of Management Learning and Education*, 15(3), pp. 549-568.
- EVANSCHITZKY, H., CAEMMERER, B. and BACKHAUS, C. (2016). The Franchise Dilemma: Entrepreneurial Characteristics, Relational Contracting and Opportunism in Hybrid Governance". *Journal of Small Business Management*, 54(1), pp. 279-298.
- PRIETO, M., CAEMMERER, B. and BALTAS, G. (2015). Using a Hedonic Price Model to Test Prospect Theory Assertions: The Asymmetrical and Nonlinear Effect of Reliability on Used Car Prices. *Journal of Retailing and Consumer Services*, 22, pp. 206-212.
- STAN, V. and CAEMMERER, B. (2015). The Development And Management Of Organisational Partner Satisfaction. *Journal of Applied Business Research*, 31(1), pp. 47-60.
- CAEMMERER, B. and MOGOS-DESCOTES, R. (2014). Achieving Relational Objectives through Sponsorship. *Journal of Applied Business Research*, 30(6), pp. 1767-1784.
- MULKY, J., CAEMMERER, B. and HEGGDE, G. (2014). Leadership Style, Employee Work Effort and Job Performance: The Influence of National Culture. *Journal of Personal Selling and Sales Management*, 35(1), pp. 3-22.
- HYNES, N.B., CAEMMERER, B., MARTIN, E. and MASTERS, E. (2014). Use, Abuse or Contribute! : A Framework for Classifying How Companies Engage With Country Image. *International Marketing Review*, 31(1), pp. 79-97.
- PRIETO, M. and CAEMMERER, B. (2013). An Exploration of Factors Influencing Car Purchasing Decisions. *International Journal of Retail and Distribution Management*, 41(10), pp. 738-764.
- CAEMMERER, B. and DEWAR, A. (2013). A Comparison of Private and Public Sector Performance. *Journal of Applied Business Research*, 29(5), pp. 1451-1458.
- STAN, V., CAEMMERER, B. and CATTAN-JALLET, R. (2013). Customer Loyalty Development: The Role of Switching Costs. *Journal of Applied Business Research*, 29(5), pp. 1541-1554.
- KUHNLE, J., CAEMMERER, B. and MULKI, J. (2012). The Two Minds of the Buyer: The Difference in Expectations and Perceptions towards Sales Personnel in Turbulent Market Contexts. *Journal of Customer Behavior*, 11(2), pp. 167-179.
- CARO, A., MAZZON, J.A., CAEMMERER, B. and WESSLING, M. (2012). Inovativade, Envolvimento, Attitude e Experiencia na Adoção da Compra On-line. *RAE*, pp. 568-584.
- CAEMMERER, B. and MOGOS-DESCOTES, R. (2011). The Effectiveness of Sponsorship in Legitimacy Formation – The Moderating Role of Pre-Existing Consumer Attitudes. *Advances in Consumer Research (Proceedings)*.
- HENLEY, N., RAFFIN, S. and CAEMMERER, B. (2011). The Application of Marketing Principles to a Social Marketing Campaign. *Marketing Intelligence and Planning*, 29(7), pp. 697-706.
- CAEMMERER, B. and WILSON, A. (2011). An Exploration of the Service Orientation Discrepancy Phenomenon in a Public Sector Context. *Service Industries Journal*, 31(5), pp. 355-370.
- CAEMMERER, B. and WILSON, A. (2010). Customer Feedback Mechanisms and Organisational Learning in Service Operations. *International Journal of Operations and Production Management*, 30(3), pp. 288-311.
- CAEMMERER, B. (2009). The Planning and Implementation of Integrated Marketing Communications. *Marketing Intelligence and Planning*, 27(4), pp. 524-538.

CAEMMERER, B. and BANERJEE, M. (2009). Understanding Service Relationship Management in the Private and the Public Sector. *Journal of Relationship Marketing*, 8(1), pp. 68-79.

EVANSCHITZKY, H., IYER, G.R. and CAEMMERER, B. (2008). Dimensions of Satisfaction in Retail Settings: A Research Note. *Journal of Relationship Marketing*, 7(3), pp. 275-285.

Editorially-Reviewed Articles

CAEMMERER, B. and SADIK-ROZSNYAI, O. (2021). Special Issue Editorial: Customers and Innovation. *Journal of Customer Behavior*, 20(3), pp. 169-172.

LESAGE, X. and CAEMMERER, B. (2018). Entretien : Notre incubateur est aussi une porte d'entrée vers un écosystème riche. *Entreprendre & Innover*, 36(1), pp. 10-17.

Chapters in book

CAEMMERER, B. (2009). Renault: How a Sausage, a Sushi Roll, a Crispbread and a Baguette Have Affected Car Sales in Europe. In: Armstrong, Kotler, Harker and Brennan eds. *Marketing: An Introduction, European Edition*. 1st ed. Montreuil: Pearson.

Conference proceedings

SADIK-ROZSNYAI, O., CAEMMERER, B. and BERTRANDIAS, L. (2023). Consumer Willingness to Invest Effort in Complex Technology-Based Self-Service: An Abstract. In: Jochims, B., Allen, J. (eds) *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs. AMSAC 2022. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Cham: Springer Cham, pp. 163–164.

CAEMMERER, B. and HYNES, N.B. (2022). Antecedents and Consequences of Market Orientation in Micro Organisations: An Abstract. In: *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace - Proceedings of the 2020 Academy of Marketing Science (AMS) Annual Conference*. Cham: Springer, Cham, pp. 225-226.

BOULAY, J., CAEMMERER, B., EVANSCHITZKY, H. and DUNIACH, K. (2014). Antecedents and Consequences of Multi-unit Franchising. In: *AMA Educators Proceedings*. Proceedings - AMA.

PRIETO, M., CAEMMERER, B. and BALTAS, G. (2014). Using a Hedonic Price Model to Test Prospect Theory Assertions: The Asymmetrical and Nonlinear Effect of Reliability on Used Car Prices. In: *AMA Educators Proceedings Volume 25*. Orlando: Proceedings - AMA, pp. N4.

CAEMMERER, B. and EVANSCHITZKY, H. (2010). Roads to Customer Performance: Investing Wisely in the Service-Profit Chain. In: *AMA Educators Proceedings*. Proceedings - AMA, pp. 149-151.

Conference paper (with selection committee)

CAEMMERER, B., STAN, V. and RUSSOLILLO, G. (2024). Drivers of SME Sustainability Orientation: An Institutional Theory Perspective. In: BAM Conference - British Academy of Management. Nottingham.

CAEMMERER, B. and SADIK-ROZSNYAI, O. (2023). The Value-Needs Matrix for Market-Based Social Sustainability in Digital Services: Structured abstract. In: AMS World Marketing Congress. Canterbury.

SADIK-ROZSNYAI, O. and CAEMMERER, B. (2023). Ex-Ante Motivations of Successful Online Learning Service Users: Structured Abstract. In: AMS World Marketing Congress. Canterbury.

PÉREZ CABAÑERO, C., CAEMMERER, B. and VIZCARRA, A. (2023). Resistance to Innovation and Usage Intention of Voice Assistants: Privacy Concerns as a Moderator. In: 22nd International Congress on Public and Nonprofit Marketing. Veszprém.

SADIK-ROZSNYAI, O., CAEMMERER, B. and BERTRANDIAS, L. (2022). Consumer willingness to

Invest Effort in Complex Technology-Based Self-Service. In: AMS Annual Conference. Monterey.

SCHÄFER, B., CAEMMERER, B. and FUCHS, L.C. (2022). Crisis initiated Changes in the Business Model of Small and Medium Enterprise. In: AMS Annual Conference. Monterey.

SADIK-ROZSNYAI, O. and CAEMMERER, B. (2021). ICT-Supported Business Model Innovation for Sustainability”, In: EMAC. Madrid, Online.

CAEMMERER, B. and HYNES, N. (2020). Antecedents and Consequences of Market Orientation in Micro Organizations. In: AMS Annual Meeting. Coral Gables, Online.

CAEMMERER, B. and LESAGE, X. (2019). Entrepreneurial Process and Ecosystem Development. In: Workshop Repenser l’Accompagnement Entrepreneurial, 2e édition. Laval.

CAEMMERER, B. and LESAGE, X. (2019). Exploring the entrepreneurial process through an ecosystem lens. In: 4th Annual Entrepreneurship as Practice Conference and PhD Symposium. Audencia, Nantes.

STEGEMANN, N., CAEMMERER, B. and SADIK-ROZSNYAI, O. (2019). Academic confidence in blended learning. In: ANZMAC 2019 Conference. Wellington.

CAEMMERER, B. and LESAGE, X. (2018). L'orientation de marché et l'orientation entrepreneuriale : Contribution d'un incubateur. In: Workshop de recherche sur l'accompagnement entrepreneurial, 1e édition. UCL (campus de Mons).

CAEMMERER, B., BROCK, C., EVANSCHITZKY, H. and ALEXANDER, M. (2016). Public Service Satisfaction, Citizen Trust and Participation. In: Academy of marketing Science World Marketing Congress. Paris.

LYNN, T., MUZELLE, L. and CAEMMERER, B. (2014). Early Adopters of Twitter and Google+: Validation of a Theoretical Model of Early Adopter Personality and and Social Network Site Influence. In: International Conference on Web and Social Media (ICWSM). Ann Arbor (MI), United States of America.

BROCK, C., MEIK, J., CAEMMERER, B. and EVANSCHITZKY, H. (2013). Public Sector Complaint Management – A Missing Perspective in Service Research, In: Frontiers in Service Conference. Taipei.

HYNES, N., CAEMMERER, B. and MARTIN, E. (2012). Exploit, Neglect, Develop, Live – A Typology of Country Image Use in Company Branding. In: AMS Cultural Perspectives in Marketing. Atlanta (GA).

PRIETO, M. and CAEMMERER, B. (2012). Testing for prospect theory in the second hand car market: a hedonic price analysis. In: 19th International Conference of the European Institute of Retailing and Services Studies (EIRASS). Vienna.

BROCK, C., MEIK, J., CAEMMERER, B. and EVANSCHITZKY, H. (2012). Encouraging Citizen Participation – Complaint Stimulation and Complaint Handling in the Public Sector. In: EMAC. Lisbon.

CAEMMERER, B. and STAN, V. (2012). Antecedents of Organisational Partner Satisfaction in a Public Sector Context. In: EMAC. Lisbon, Portugal.

BOULAY, J., CAEMMERER, B., DUNIACH, K. and EVANTCHVISKY, H. (2011). La multi-franchise, une alternative stratégique de développement des réseaux. In: Les Entretiens de la Franchise. MEDEF, Paris.

CAEMMERER, B. and MULKI, J. (2011). The Two Minds of the Buyer: The Difference in Expectations and Perceptions towards Sales Personnel in Turbulent Market Contexts. In: Industrial

Marketing and Purchasing Group (IMP) Conference. Glasgow.

EVANSCHITZKY, H., CAEMMERER, B. and BROCK, C. (2011). A Multi-Level Study on Franchisee- and System-Level Antecedents of Opportunism and Satisfaction. In: WMC. Reims.

PRIETO, M. and CAEMMERER, B. (2011). Differing Online Pricing Strategies for Similar Products – The Effect of Sellers' Personal Involvement. In: European Institute of Retailing and Service Studies Conference (EIRASS). San Diego.

CAEMMERER, B. and STAN, V. (2011). The Development of Organizational Partner Orientation. In: Academy of Marketing Science (AMS) Conference. Coral Gables, USA.

HYNES, N., CAEMMERER, B. and MASTERS, E. (2011). The Use of Sustainable Country Images in Organizational Branding. In: AMS. Coral Gables (FL), USA.

EVANSCHITZKY, H. and CAEMMERER, B. (2011). The Franchise Dilemma: Agent Motivations, Contracting, and Opportunism in Hybrid Governance. In: AMS. Coral Gables (FL), USA.

CAEMMERER, B. and MOGOS-DESCOTES, R. (2011). The effectiveness of Sponsorship in Legitimacy Formation - the moderating role of pre-existing consumer attitudes. In: Advances in Consumer Research (ACR). St Louis (MO), USA.

CAEMMERER, B. and DEWAR, A. (2010). A Comparison of Service Quality Expectations and Perceptions in the Public and the Private Sector. In: EMAC. Copenhagen.

CAEMMERER, B. (2010). Solution Orientation: Theoretical Frameworks, Practical Applications and Challenges. In: AMS, Special Session. Portland (OR), USA.

CAEMMERER, B. and MARCK, M. (2009). The Impact of Isomorphic Pressures on the Development of Organisational Service Orientation in Public Services. In: ANZMAC. Melbourne.

CAEMMERER, B., CENTENO, E. and MARCK, M. (2009). The Development of Internal Trust in Service Branding – A Comparison of Large Organisations and SMEs. In: WMC. Oslo.

CAEMMERER, B. and WILSON, A. (2009). Contribution of User Feedback Mechanisms to Organisational Learning. In: EMAC. Nantes.

CAEMMERER, B. and BANERJEE, M. (2008). Inter-Sectoral Isomorphism – The Assimilating Service Orientation of Public and Private Sector Organisations. In: EMAC. Brighton.

CAEMMERER, B. and WILSON, A. (2007). An Evaluation of Customer Feedback Mechanisms in the Public Sector, In: BAM. Warwick.

CAEMMERER, B. and WILSON, A. (2007). An Investigation into the Service Orientation Discrepancy Phenomenon in a Public Sector Setting. In: AM. Surrey.

CAEMMERER, B. and WILSON, A. (2007). The Development of an Externally Driven Organisational Service Orientation in the Public Sector. In: EMAC. Reykjavik.

WILSON, A. and CAEMMERER, B. (2005). Managing Customer Satisfaction Surveys and Effective Service Measurement. In: BAM. Oxford.

Research / consulting reports

BOULAY, J., CAEMMERER, B., DUNIACH, K. and EVANTCHIVSKY, H. (2011). Le recours à l'option multi-unités dans le développement d'un réseau de franchise : modèles décisionnels et avantages compétitifs.

Presentation in a research seminar

CAEMMERER, B. and STAN, V. (2023). Action research that balances the perspectives of businesses and consumers by reducing e-mail fatigue. In: Séminaire du groupe de recherche Marketing and Retailing. ESSCA School of Management, Angers.

RESEARCH ACTIVITIES

Editorial activities

Editorial board of scientific journals

- Since 2015 Editorial Review Board Member, Journal of Customer Behaviour
- 2021 - 2024 Associate Editor, Recherche et Applications en Marketing (French edition)
- 2020 - 2020 Guest editor, special issue 'Customers and Innovation', Journal of Customer Behaviour

Reviewer for an academic or professional publication

- Since 2023 Ad-hoc reviewer, British Journal of Management
- Since 2023 Ad-hoc reviewer, Journal of Business Research
- 2023 - 2024 Ad-hoc reviewer, Marketing Intelligence and Planning

Service to the academic discipline

Active member of a recognised scientific or academic association

- Since 2008 Member, Advanced HE , United Kingdom

Service to the institution

Active participation in an event organised by the institution

- 2024 - 2024 Data Lab meeting on AI and education, ESSCA School of Management, France

Service to the academic discipline

Reviewing activities for an academic conference

- Since 2023 Ad-hoc reviewer, annual conference, World Marketing Congress
- Since 2023 Ad-hoc reviewer, annual conference, British Academy of Management (BAM), United Kingdom
- Since 2019 Ad-hoc reviewer, annual conference, European Marketing Academy (EMAC), Belgium
- Since 2019 Ad-hoc reviewer, annual conference, Academy of Marketing Science (AMS), United States of America
- Since 2019 Ad-hoc reviewer, annual conference, American Marketing Association (AMA), United States of America
- Since 2019 Ad-hoc reviewer, annual conference, Australia and New Zealand Marketing Academy (ANZMAC), Australia

Scientific committee of an academic conference

- 2021 - 2021 Select Scientific Committee, 37th International Congress, Association Française du Marketing (AFM), France

Membership in an academic association

- Since 2009 Professional affiliation, American Marketing Association (AMA), United States of America
- Since 2009 Professional affiliation, Academy of Marketing Science (AMS)
- Since 2009 Professional affiliation, European Marketing Academy (EMAC)

PhD Supervision

Since 2023, Doctoral Advisory Committee

V. FOSSE, In progress, The influence of networks on an entrepreneur's well-being at work. An approach based on the Association Progrès du Management (APM) community, Université de Versailles Saint-Quentin-en-Yvelines - Versailles