



Professeure directrice de recherche Barbara CAEMMERER

Département de rattachement: Marketing and
Retailing

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INTÉRÊTS DE RECHERCHE

- International marketing communications
- Marketing
- Marketing et gestion des services
- Gestion des systèmes de franchise
- Développement des PME
- Innovation des TIC au service du développement durable

DOMAINE D'ENSEIGNEMENT

- Principles of marketing
- Marketing et gestion des services
- Stratégie de marketing et de gestion
- Communications Marketing
- Méthodologie de recherche
- Marketing research

FORMATION

Diplôme le plus élevé :

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|------|---|
| 2014 | Habilitation à diriger des recherches. Orientation vers le service et la performance; gestion des services internes et externes, Université Panthéon-Sorbonne - Paris 1, France |
| 2007 | PGDip in Research Methods / PGCert in Advanced Academic Studies, University of Strathclyde, Royaume Uni |
| 2006 | Doctorat (PhD), Marketing. Financé par Scottish Enterprise (agence de développement économique), University of Strathclyde, Royaume Uni
<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, Royaume Uni |

CERTIFICATIONS

2007	Certificat de 3e cycle: Études académiques avancées (recherche et enseignement), University of Strathclyde, Royaume Uni
1998	Certificat de formateur pour les métiers commerciaux, Chambre de commerce et d'industrie allemande, -, Allemagne
1998	Formation professionnelle de chargée de publicité, DDB Worldwide/Chambre de commerce et d'industrie allemande, -, Allemagne
1995	Formation professionnelle de chargée de relations publics, AGM Agence de Publicité, -, Allemagne

EXPÉRIENCE PROFESSIONNELLE

Vie et positions académiques

Depuis 2024	Chercheuse associée, LAREQUOI, France
Depuis 2014	Professeure directrice de recherche, ESSCA School of Management, France
2011 - 2014	Professeure, ESSCA School of Management, France
2010 - 2011	Professeure associée, ESSCA School of Management, France
2006 - 2010	Professeure assistante, University of Strathclyde, Royaume Uni

Vie professionnelle

2005 - 2006	Consultante – Services de développement et de régénération, Glasgow City Council, Royaume Uni
2002 - 2005	Chercheur – Relations clients dans le domaine du développement économique, Scottish Enterprise, Royaume Uni
2000 - 2000	Planification stratégique en communication marketing, BBDO, Mexique
1999 - 1999	Relations publiques dans l'industrie musicale, BMG, Allemagne
1995 - 1998	Gestion de comptes et planification stratégique en communication marketing, DDB Needham, Allemagne
1994 - 1995	Agence de relations publiques, AGM, Allemagne

PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

- BOULAY, J., CAEMMERER, B., CHANUT, O., CHAUDEY, M. et 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. et MULKI, J.P. (2021). Consequences of managerial indecisiveness. *International Journal of Bank Marketing*, 39(6), pp. 1025-1045.
- BOULAY, J., CAEMMERER, B., EVANSCHITSKY, H. et 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. et 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. et 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. et 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. et 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. et 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. et CAEMMERER, B. (2015). The Development And Management Of Organisational Partner Satisfaction. *Journal of Applied Business Research*, 31(1), pp. 47-60.
- CAEMMERER, B. et MOGOS-DESCOTES, R. (2014). Achieving Relational Objectives through Sponsorship. *Journal of Applied Business Research*, 30(6), pp. 1767-1784.
- MULKY, J., CAEMMERER, B. et 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. et 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. et 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. et 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. et 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. et 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. et WESSLING, M. (2012). Inovativade, Envolvimento, Attitude e Experiencia na Adoção da Compra On-line. *RAE*, pp. 568-584.
- CAEMMERER, B. et 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. et CAEMMERER, B. (2011). The Application of Marketing Principles to a Social Marketing Campaign. *Marketing Intelligence and Planning*, 29(7), pp. 697-706.
- CAEMMERER, B. et 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. et 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. et 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. et CAEMMERER, B. (2008). Dimensions of Satisfaction in Retail Settings: A Research Note. *Journal of Relationship Marketing*, 7(3), pp. 275-285.

Articles revus par un comité éditorial

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

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

Chapitres d'ouvrages

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

Conférence proceedings

SADIK-ROZSNYAI, O., CAEMMERER, B. et BERTRANDIAS, L. (2023). Consumer Willingness to Invest Effort in Complex Technology-Based Self-Service: An Abstract. Dans: 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. et HYNES, N.B. (2022). Antecedents and Consequences of Market Orientation in Micro Organisations: An Abstract. Dans: *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. et DUNIACH, K. (2014). Antecedents and Consequences of Multi-unit Franchising. Dans: *AMA Educators Proceedings*. Proceedings - AMA.

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

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

Communications (conférences avec comité de sélection)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CAEMMERER, B. et MULKI, J. (2011). The Two Minds of the Buyer: The Difference in

Expectations and Perceptions towards Sales Personnel in Turbulent Market Contexts. Dans: Industrial Marketing and Purchasing Group (IMP) Conference. Glasgow.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Rapports de recherche, rapports d'étude

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

Présentation dans un séminaire de recherche

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

ACTIVITÉS DE RECHERCHE

Activités éditoriales

Comité éditorial de revue scientifique

Depuis 2015 Membre du comité d'évaluation, Journal of Customer Behaviour

2021 - 2024 Rédactrice associée, Recherche et Applications en Marketing (French edition)

2020 - 2020 Editeur invité, numéro spécial 'Customers and Innovation', Journal of Customer Behaviour

Évaluateur d'une publication académique / professionnelle

Depuis 2023 Évaluateur ad-hoc, British Journal of Management

Depuis 2023 Évaluateur ad-hoc, Journal of Business Research

2023 - 2024 Évaluateur ad-hoc, Marketing Intelligence and Planning

Service à la discipline

Membre actif d'une association scientifique ou académique

Depuis 2008 Membre, Advanced HE , Royaume Uni

Service à l'institution

Participation active à un événement de l'institution

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

Service à la discipline

Travaux d'évaluation pour une conférence académique

Depuis 2023 Évaluateur ad-hoc, World Marketing Congress

Depuis 2023 Évaluateur ad-hoc, conférence annuelle, British Academy of Management (BAM), Royaume Uni

Depuis 2019 Évaluateur ad-hoc, conférence annuelle, European Marketing Academy (EMAC), Belgique

Depuis 2019 Évaluateur ad-hoc, conférence annuelle, Academy of Marketing Science (AMS), Etats-Unis d'Amérique

Depuis 2019 Évaluateur ad-hoc, conférence annuelle, American Marketing Association (AMA), Etats-Unis d'Amérique

Depuis 2019 Évaluateur ad-hoc, conférence annuelle, Australia and New Zealand Marketing Academy (ANZMAC), Australie

Comité scientifique d'une conférence académique

2021 - 2021 Comité scientifique restreint du 37e Congrès International, Association Française du Marketing (AFM), France

Membre adhérent à une association académique

Depuis 2009 Adhésion professionnelle, American Marketing Association (AMA), Etats-Unis d'Amérique

Depuis 2009 Adhésion professionnelle, Academy of Marketing Science (AMS)

Depuis 2009 Adhésion professionnelle, European Marketing Academy (EMAC)

Supervision de thèse de doctorat

Depuis 2023, Comité de suivi de thèse

V. FOSSE, En cours, Influence des réseaux sur le bien-être au travail de l'entrepreneur. Une approche à partir de la communauté Association Progrès du Management (APM), Université de Versailles Saint-Quentin-en-Yvelines - Versailles