



Assistant Professor Claudia-Roxana RUSU

Academic Department: Operations Management
and Decision Science

Email: Claudia-Roxana.RUSU@essca.fr

RESEARCH INTERESTS

- Supply chain and purchasing
- Consumer behaviour

TEACHING DOMAINS

- Marketing fundamentals
- Strategic marketing
- Operation management
- Supply chain and purchasing

EDUCATION

Highest degree :

2022	Doctorate/PhD, Management Sciences, Marketing, co-supervision with the University of Texas Tech (Rawls College of Business), Université de Bordeaux, France <i>Umbrella Brand and Buyer behavior: An empirical investigation in retails market</i>
2016	Master 2 Research, Organization Management, Université de Bordeaux, France
2011	MBA in Global Supply Chain Management, Kedge Business School, France
2006	Master in Engineering, University "Dunarea de Jos", Romania
2006	Diploma in Marketing (Master's level, in parallel with the engineering school), Faculty of Economic Sciences, University "Dunarea de Jos", Romania

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2023	Associate researcher, Axe "Vin et territoires", Research Institute on the Management of Organizations (IRGO), France
Since 2022	Assistant Professor, ESSCA School of Management, France
2020 - 2022	Adjunct Lecturer, ESSCA School of Management, France
2017 - 2022	Adjunct Lecturer, La Rochelle Business School, France
2016 - 2021	Adjunct Lecturer, Université de Bordeaux, France
2019 - 2019	Research Visiting : Rawls College of Business, Texas Tech University, United States of America

PROFESSIONAL EXPERIENCE

Academic experience and positions

- 2016 - 2019 Animator for Arkhé Business Game, Kedge Business School, France
- 2014 - 2016 Adjunct Lecturer, Université Bordeaux Montaigne, France
- 2014 - 2016 Teacher, Vaclav Havel High School, France
- 2013 - 2016 Teacher, Nicolas Brémontier High School, France
- 2012 - 2012 Teacher, Philippe Cousteau High School, France

Professional experience

- 2010 - 2010 Intern, Operation management, Mondelez International Group, France
- 2010 - 2010 Intern, Furniture manufacturer - Supply Chain training, CAPDEVIELLE, France
- 2008 - 2008 Intern, European project " SharCo ", Institut national de la recherche agronomique (INRA), France
- 2006 - 2007 R.N Hortiprod, Quality control engineer (HACCP), Romania

INTELLECTUAL CONTRIBUTIONS

Conference proceedings

RUSU, C.R., BEN NASR , I. and ASSAF, C. (2024). Exploring the Interplay of Customer Journey, Brand Authenticity, and Customer Engagement: A Cyclical Pattern for Marketing Success. In: *AMA Winter Academic Conference 2024*. St. Pete Beach: Proceedings - AMA, pp. 811-815.

Conference paper (with selection committee)

BARBOSA DE ALVARENGA, W., RUSU, C.R. and BEN NASR , I. (2025). What is essential for customer satisfaction? A necessary condition analysis in the B2B digitalmaritime services. In: *ICTO2025 The International Conference on Technologies & Organization*. Excelia Business School, La Rochelle.

BEN NASR , I., MANIS, K.T. and RUSU, C.R. (2024). Crafting Customer Connections in Hypermarkets and Supermarkets through Self-Store Image Congruence and Atmospherics: Structured Abstract. In: *Academy of Marketing Science (AMS) Annual Conference*. Coral Gables, FL.

RUSU, C.R., MANIS, K.T., TRINQUECOSTE, J.F. and DUHAN, D.F. (2019). The Influence of Customer Variety and Brand Loyalty on The Purchasing of Umbrella-Branded Products", In: *American Marketing Association summer conference*. Chicago.

RUSU, C.R., TRINQUECOSTE, J.F. and DUHAN, D.F. (2019). A Structured Abstract for An Affinity for Variety: Umbrella Brands and Buyer Behavior", In: *Academy of Marketing Science (AMS) Annual Conference*, Vancouver.

RUSU, C.R., TRINQUECOSTE, J.F., DUHAN, D.F. and MANIS, K.T. (2019). Umbrella brands, variety seeking and brand loyalty", In: *Marketing Trends Conference*. Venice.

RUSU, C.R. (2018). Variety-seeking versus loyalty applied to the purchase and consumption of wine", In: *Marketing Trends Doctoral Colloquium*. Paris.