



Associate Professor Aude RYCHALSKI

Academic Department: Marketing and Retailing

Email: Aude.RYCHALSKI@essca.fr

RESEARCH INTERESTS

- Consumer Emotions
- Service marketing, utilitarian context
- Consumer behavior in the context of call centers
- Plagiarism and fraud
- Student involvement
- Disruptive technologies

TEACHING DOMAINS

- Fundamentals of Marketing
- Consumer Behavior
- Market study
- Statistics
- Quantitative methods

EDUCATION

Highest degree :

- | | |
|------|--|
| 2014 | Doctorate/PhD, Management Sciences, Marketing, Open University, United Kingdom |
| 2005 | Master of Arts, International Business, Rennes School of Business, France |
| 2005 | Master of Arts, International Business, Open University, United Kingdom |

PROFESSIONAL EXPERIENCE

Academic experience and positions

- | | |
|-------------|---|
| Since 2022 | Associate Professor, ESSCA School of Management, France |
| 2017 - 2022 | Assistant Professor, EM Normandie Business School, France |
| 2010 - 2015 | Assistant Professor, ESCEM, France |
| 2007 - 2010 | Adjunct Lecturer, ESCEM, France |
| 2005 - 2007 | Research Assistant, ESCEM, France |

GRANTS AND HONORS

- | | |
|------|---|
| 2019 | Best In Track Services and CRM. « The Psychology of Frustration: Appraisal Theory, Satisfaction and Loyalty », Academy of Marketing Science (AMS), United States of America |
| 2019 | Prix pour l'innovation pédagogique « Challenges Master International Events Management et Stratégie Digitale et Innovation », Fondation, EM Normandie Business School, France |

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- RYCHALSKI, A., BAUDIER, P. and ELOMMAL, N. (2025). Digging up the acceptance factors of QR codes on graves. *Behavior and Information Technology*, 44(14), pp. 3538-3558.
- RYCHALSKI, A. and AUBRY, M. (2024). Diversify Approaches to Better Understand the Compatibility of Artificial Intelligence and Sustainability: "I Love You... Me Neither". *Journal of Innovation Economics & Management*, 44(2), pp. 1-21.
- DIARD, C., RYCHALSKI, A. and AUBRY, M. (2024). La prise en compte de la relation managériale dans l'attitude vis-à-vis de la caméra de vidéoprotection. *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*, 160, pp. 293-324.
- GONZÁLEZ-GÓMEZ, H.V., HUDSON, S. and RYCHALSKI, A. (2024). When suppression is good and reappraisal is not: The boiling point of anger in a service encounter. *Recherche et Applications en Marketing (English Edition)*, 39(1), pp. 59-72.
- RYCHALSKI, A., EVON, J. and GAVOILLE, F. (2023). Considérer les émotions dans l'expérience collaborateur: une étude exploratoire auprès des éducateurs spécialisés. *@GRH*, 49(4), pp. 49-70.
- AUBRY, M., DIARD, C. and RYCHALSKI, A. (2022). Le contrat psychologique à l'épreuve du confinement imposé par la COVID-19. *Question(s) de Management*, 40(3), pp. 51-66.
- GONZÁLEZ-GÓMEZ, H.V., HUDSON, S. and RYCHALSKI, A. (2021). The psychology of frustration: Appraisals, outcomes, and service recovery. *Psychology and Marketing*, 38(9), pp. 1550-1575.
- RYCHALSKI, A. and HUDSON, S. (2017). Asymmetric effects of customer emotions on satisfaction and loyalty in a utilitarian service context. *Journal of Business Research*, 71, pp. 84-91.
- HUDSON, S., GONZÁLEZ-GÓMEZ, H.V. and RYCHALSKI, A. (2017). Call centers: is there an upside to the dissatisfied customer experience? *Journal of Business Strategy*, 38(1), pp. 39-46.

Textbooks

- RYCHALSKI, A. and CRÉPIN, A. (2025). Le marketing avec Alice, c'est du gâteau ! Levallois-Perret: Studyrma, France.

Chapters in book

- AUBRY, M. and RYCHALSKI, A. (2021). Comment s'assurer de l'engagement des apprenants durant un cours en ligne ? In: Aubry Mathilde, Sow Mamadou Sanoussy eds. *La Transformation Numérique en Entreprise, 100 questions/réponses*. 1st ed. Paris: Ellipses, pp. 100-102.
- BONNEVEUX, E., RYCHALSKI, A. and SOPARNOT, R. (2008). L'entreprise Jérôme face au défi de la relève, la mise en oeuvre d'une GRH responsable. In: Emmanuel Raufflet, Pierre Battelier eds. *Responsabilité sociale de l'entreprise : Enjeux de gestion et cas pédagogiques*. 1st ed. Presses Internationales Polytechnique, pp. 107-113.

BONNEVEUX, E. and RYCHALSKI, A. (2008). Le concept de responsabilité sociale des entreprises appliqué à la gestion des ressources humaines : le cas de Carrefour. In: Samuel Grandval, Richard Soparnot eds. *Le management stratégique: Tome 2, Concepts et cas*. 1st ed. Paris: Edition Hermès, Lavoisier, pp. 211-227.

RYCHALSKI, A. and SOPARNOT, R. (2008). Innovation et comportement stratégique, le cas du couple Ikea-Fly. In: Samuel Grandval, Richard Soparnot eds. *Le management stratégique 2 : concepts et cas*. 1st ed. Paris: Edition Hermès, Lavoisier, pp. 131-153.

Conference proceedings

RYCHALSKI, A. and PALMER, A. (2011). Customer Satisfaction and Emotion in the Call Centre Context. In: *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Reims: Springer International Publishing, pp. 67-70.

Conference paper (with selection committee)

RYCHALSKI, A., GONZÁLEZ-GÓMEZ, H.V. and HUDSON, S. (2024). That Machine Drove Me Crazy: Customer Emotional Wellbeing During a Service Encounter with Humans and Technology: An Abstract. In: AMS Annual Conference: Marketing and AI: Shaping the Future Together. Biltmore Miami-Coral Gables, FL.

RYCHALSKI, A., GONZÁLEZ-GÓMEZ, H.V. and HUDSON, S. (2019). The Psychology of Frustration: Appraisal Theory, Satisfaction and Loyalty. In: Academy of Marketing Conference. London.

RYCHALSKI, A. (2013). Assessing emotional impacts of call centre interactions. In: International Colloquium in Relationship Marketing (ICRM). Rennes.

BONNEVEUX, E., BOSIA, E. and RYCHALSKI, A. (2010). L'éthique du consommateur : proposition d'une échelle adaptée au contexte français. In: 7e congrès de l'ADERSE "CSR & Innovation". La Rochelle.

RYCHALSKI, A. and PALMER, A. (2010). The Emotional Aspects of Customer Satisfaction in the Context of a Call Centre. In: Conférence de l'Association Française de Marketing. Le Mans.

STEVENS, E., SOPARNOT, R. and RYCHALSKI, A. (2008). Les étapes Amont de l'Innovation, Synthèse Finale. Restitution des travaux de recherche. In : STMicroElectronics. 12 décembre. Tours.

SOPARNOT, R., BONNEVEUX, E. and RYCHALSKI, A. (2008). La mise en oeuvre d'une GRH responsable ou comment une PME devient une référence sociale. In: Conférence de l'ASAC. Halifax.

SOPARNOT, R., RYCHALSKI, A. and BONNEVEUX, E. (2008). Innovation de produit et stratégie de premier entrant : Toyota a-t-elle pris une longueur d'avance avec la Prius ? In: Atelier de cas pédagogique en Management Stratégique. Paris.

STEVENS, E., SOPARNOT, R. and RYCHALSKI, A. (2007). Les étapes Amont de l'Innovation, Premières Synthèses. In : STMicroElectronics. 19 octobre. Tours.

Published Case Studies

RYCHALSKI, A. and AUBRY, M. (2025). Mesurer et expliquer l'attitude des étudiants vis-à-vis des statistiques. Q0061. Paris. CCMP, pp. 18.

Presentation in a research seminar

BONNEVEUX, E., BOSIA, E. and RYCHALSKI, A. (2009). L'éthique du consommateur : adaptation de l'échelle CES au contexte français. In: Séminaire de Recherche Marketing Ethique. CRESCM, Tours.

BONNEVEUX, E., BOSIA, E. and RYCHALSKI, A. (2009). Consumer ethics: adapt the CES measurement scale to the French market - a first draft. In: ESCEM/LMBS Common Research Workshop: Governance Strategies, Tours.

Practice-oriented contributions

RYCHALSKI, A., GONZÁLEZ-GÓMEZ, H.V. and HUDSON, S. (2024). Comment lutter contre les incivilités envers les agents de la fonction publique ? The Conversation, France.

AUBRY, M. and RYCHALSKI, A. (2021). Enseignement et numérique : (re)trouver l'équilibre. The Conversation, France.

BAZIN, Y. and RYCHALSKI, A. (2020). Master, doctorat : le plagiat progresse-t-il à l'université ? The Conversation.

RESEARCH ACTIVITIES

Editorial activities

Editorial board of scientific journals

2026 - 2026 Guest Editor: special issue "Emotion by Design: The Emotional Architecture of Consumer Behaviour in an Era of Emerging Technologies", Journal of Consumer Behaviour

2022 - 2024 Guest Editor and reviewer Special Issue "Artificial Intelligence and Sustainability", with Mathilde Aubry, Giorgia Riveccio et Alexander Brem, Journal of Innovation Economics & Management

Reviewer for an academic or professional publication

Since 2023 Ad-hoc reviewer, Management & Prospective - Gestion 2000

Since 2023 Ad-hoc reviewer, Systèmes d'Information et Management

Since 2020 Ad-hoc reviewer, Journal of Innovation Economics & Management

Service to the academic discipline

Organisation/facilitation of webinars, seminars, roundtables

2021 - 2021 Disruptechs Agora (DTA21) - Les Technologies Disruptives, with Réseau de Recherche sur l'Innovation (RRI) et la Fabrique du Futur, EM Normandie Business School, France

2008 - 2008 Open Innovation: Creating Products and Services Through Collaboration, International Society for Professional Innovation Management (ISPIM), France

Service to professional community

Continuing professional education

2023 - 2023 Government training course on preventing violence against public servants, Ministère de la transformation et de la fonction publiques, France