



# Full Professor Orsolya SADIK-ROZSNYAI

Academic Department: Marketing and Retailing

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## RESEARCH INTERESTS

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- International and Intercultural Marketing
- Marketing Innovation
- Consumer Value & Pricing
- Innovation adoption, Innovation value
- ICT Innovation for Sustainability

## TEACHING DOMAINS

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- International and Intercultural Management
- Innovation & Design Marketing
- Competitive Intelligence
- Marketing B2B
- Digital Marketing

## EDUCATION

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### Highest degree :

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| 2013 | Doctorate/PhD, Business administration, Marketing, Conservatoire National des Arts et Métiers (CNAM), France<br><i>L'impact de la culture nationale du consommateur sur la valeur perçue des attributs innovants et sur la sensibilité au prix d'une innovation</i> |
| 2010 | Master of Research in Management: Prospective and Innovation, Conservatoire National des Arts et Métiers (CNAM), France   |
| 1999 | Master degree, Change Management, Université de Versailles Saint-Quentin-en-Yvelines, France  |
| 1998 | Grande Ecole Master Programme, Business administration, Marketing, ESCE, France   |
| 1995 | Grande Ecole Master Programme, Business administration, Marketing, Budapest University of Economics and Business (BUEB), Hungary  |

## ACADEMIC AND PROFESSIONAL EXPERIENCE

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### Academic career

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| Since 2023 | Full Professor, ESSCA School of Management, France            |
| Since 2021 | Director of Online Campus, ESSCA School of Management, France |

## ACADEMIC AND PROFESSIONAL EXPERIENCE

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### Academic career

- 2017 - 2023 Associate Professor, ESSCA School of Management, France
- 2014 - 2017 Assistant Professor, ESSCA School of Management, France
- 2013 - 2014 Lecturer of International Marketing and European Business Culture, IESEG, France
- 1999 - 2014 Lecturer of International Marketing and European Business Culture, ESCE, France

### Company career path

- 2014 - 2016 Expert Pricing, NUMA – Start-up incubator, France
- 2000 - 2014 Innovation Marketing, Last job position: Marketing Intelligence Manager for Innovation, PSA Peugeot Citroën, France
- 1998 - 1999 Consultant, Telecom Italia, France

## INTELLECTUAL CONTRIBUTIONS

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### Peer-reviewed articles

- BERTRANDIAS, L., LOWE, B., SADIK-ROZSNYAI, O. and CARRICANO, M. (2021). Delegating decision-making to autonomous products: A value model emphasizing the role of well-being. *Technological Forecasting and Social Change*, 169.
- SADIK-ROZSNYAI, O. and BERTRANDIAS, L. (2019). New technological attributes and willingness to pay: the role of social innovativeness. *European Journal of Marketing*, 53(6), pp. 1099-1124.
- SADIK-ROZSNYAI, O. (2016). Willingness to pay for innovations: an emerging european innovation adoption behavior. *European Journal of Innovation Management*, 19(4), pp. 568-588.

### Other contributions in scientific journals

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

### Scholarly Books

- SADIK-ROZSNYAI, O. and PINON, A. (2004). *Passeport du manager pour l'Europe et le monde*. Paris: Village Mondial.

### Chapters in book

- SADIK-ROZSNYAI, O. (2017). Voiture autonome, n'oublions pas les clients ! In: *Livre Blanc 'Véhicules connectés à l'ère du numérique'*. 1st ed. ESSCA.

### 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.

### Conference papers (with selection committee)

- 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.
- BERTRANDIAS, L., SADIK-ROZSNYAI, O. and LOWE, B. (2023). A willingness to give back to the Earth? Activating consumer gratitude. 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.

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.

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

SADIK-ROZSNYAI, O. and BERTRANDIAS, L. (2019). The role of consultancy firms in shaping the market(s) of radical innovation. In: Congrès international de l'AFM. Le Havre.

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

SADIK-ROZSNYAI, O., LOWE, B., BERTRANDIAS, L., KUHN, M. and HUBERT, M. (2018). Consumer Interactions with Automated Technologies. In: 21st AMS World Marketing Congress (WMC). Porto.

SADIK-ROZSNYAI, O., BERTRANDIAS, L. and KUHN, M. (2018). Nouveaux modes de mobilité, nouveaux mécanismes d'adoption? Une étude sur les facteurs d'acceptation de la voiture autonome. In: 34e Congrès International de l'Association Française de Marketing. Strasbourg.

SADIK-ROZSNYAI, O., BERTRANDIAS, L. and CARRICANO, M. (2016). Delegating Decisional Power to Objects: a Consumer Value Model in the context of Autonomous Driving. In: 45th EMAC (European Marketing Academy) Conference. Oslo.

SADIK-ROZSNYAI, O., BERTRANDIAS, L. and CARRICANO, M. (2016). La délégation de tâches aux objets intelligents : Un modèle explicatif de la valeur perçue appliquée à la conduite autonome. In: 32e Congrès Annuel de l'Association Française du Marketing. Lyon.

SADIK-ROZSNYAI, O. (2015). From driver to passenger : security and well-being trade-off in car-driving delegation. In: 4th french-german workshop on consumer empowerment and transformative services. Strasbourg.

### **Practice-oriented contributions**

SADIK-ROZSNYAI, O. (2019). S'inspirer des sportifs de haut niveau pour entreprendre. Paris: Xerfi Canal TV, France.

SADIK-ROZSNYAI, O. (2019). S'inspirer des artistes pour développer sa créativité, Paris: Xerfi Canal TV, France.

## **RESEARCH ACTIVITIES**

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### **Editorial activities**

#### **Editorial board of scientific journals**

2020 - 2020 Guest editor, special issue 'Customers and Innovation', Journal of Customer Behaviour

#### **Reviewing activities for scientific journals**

Since 2019 Ad-hoc Reviewer, European Journal of Innovation Management

Since 2018 Ad-hoc Reviewer, European Journal of Marketing

### **Service to the academic discipline**

#### **Membership in an academic association**

Since 2010 Professional affiliation, Association Française du Marketing (AFM), France