



Full Professor Valentina STAN

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Customer Relationship Management
- Sharing economy

TEACHING DOMAINS

- Market Research
- Customer Relationship Management

EDUCATION

Highest degree :

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| 2005 | Doctorate/PhD, Business administration, Marketing, Conservatoire National des Arts et Métiers (CNAM), France |
| 1998 | Master of Research in Management Science, University of Bucarest, Romania |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2014 | Professor, ESSCA School of Management, France |
| 2024 - 2024 | Visiting Research Fellow, University of Technology Sydney (UTS), Australia |
| 2011 - 2014 | Associate Professor, ESSCA School of Management, France |
| 2007 - 2011 | Assistant Professor, ESSCA School of Management, France |
| 2006 - 2007 | Temporary research and teaching assistant, Université de Cergy-Pontoise, France |
| 2005 - 2006 | Temporary research and teaching assistant, Conservatoire National des Arts et Métiers (CNAM), France |

Professional experience

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| 2002 - 2003 | Consultant, DECISIA (SPAD), France |
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INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

STAN, V., BALTAS, G. and FEENSTRA, F. (2024). Self-service technologies in retail stores: how phygital retailing creates customer value and drives choice confidence. *Information Technology and People*.

- EVANSCHITZKY, H., STAN, V. and NAGENGAST, L. (2022). Strengthening the satisfaction loyalty link: the role of relational switching costs. *Marketing Letters*, 33(2), pp. 293-310.
- PRIETO, M., STAN, V. and BALTAS, G. (2022). New insights in Peer-to-Peer carsharing and ridesharing participation intentions: Evidence from the “provider-user” perspective. *Journal of Retailing and Consumer Services*, 64, pp. 102795.
- PRIETO, M., STAN, V., BALTAS, G. and LAWSON, S. (2019). Shifting consumers into gear: sharing services in urban areas. *International Journal of Retail and Distribution Management*, 47(5), pp. 552-570.
- PRIETO, M., BALTAS, G. and STAN, V. (2017). Car sharing adoption intention in urban areas: what are the key sociodemographic drivers? *Transportation Research Part A: Policy and Practice*, 2017(101), pp. 218-227.
- STAN, V. (2015). Does Consumer Gender Influences The Relationship Between Consumer Loyalty And Its Antecedents. *Journal of Applied Business Research*, 31(4), pp. 1593-1604.
- STAN, V. (2015). Antecedents Of Customer Loyalty In Retailing Sector: The Impact Of Switching Cost. *Journal of Applied Business Research*, 31(2), pp. 371-382.
- STAN, V. and CAEMMERER, B. (2015). The Development And Management Of Organisational Partner Satisfaction. *Journal of Applied Business Research*, 31(1), pp. 47-60.
- 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.
- BOULAY, J. and STAN, V. (2013). How franchisors describe their ideal franchisee. *Journal of Applied Business Research*, 29(1), pp. 97-110.
- STAN, V. (2005). Une étude comparative de logiciels de prévision automatique de séries chronologiques. *Revue Modulad*, pp. 108-128.

Chapters in book

- STAN, V. and SAPORTA, G. (2010). Conjoint use of variables clustering and PLS structural equations modelling. In: V. Esposito Vinzi, W. Chin, J. Henseler, H. Wang eds. *Handbook of Partial Least Squares – Concepts, Methods and Applications*. 1st ed. Berlin: Springer International Publishing.

Conference proceedings

- MARTIN-SALERNO, A., MICHEAUX, A. and STAN, V. (2019). Knowledge Sharing Through Enterprise Social Network: The Key Role of Virtues of Servant Leader and Eudaimonic Well-Being. In: *BAM2019 Conference Proceedings*. British Academy of Management (BAM) Proceedings.
- MICHEAUX, A., STAN, V. and MARTIN-SALERNO, A. (2019). Towards a conceptual framework for the empirical anchoring of contribution to Enterprise Social Networks as a conversion process to Love. In: *EMAC Annual Conference*. Proceedings - EMAC.
- FEENSTRA, F., STAN, V. and GLERANT-GLICKSON, A. (2017). Value creation with Interactive Self -Service information Technologies in-store. In: *2017 Summer AMA Conference*. Proceedings - AMA.
- PRIETO, M., STAN, V., BALTAS, G. and LEMOINE, J.F. (2016). User adoption of car sharing systems : a multinational empirical study. In: *Summer AMA Conference 2016*. Atlanta: Proceedings - AMA, pp. C72.

- STAN, V. (2024). Drivers of SME Sustainability Orientation: An Institutional Theory Perspective. In: British Academy of Management (BAM) Conference. Nottingham Business School, Nottingham Trent University,
- 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.
- FEENSTRA, F., STAN, V. and GLERANT-GLICKSON, A. (2018). Mon nom est SSIT, je suis là pour vous aider ! Une étude empirique sur la création de valeur en magasin avec les aides à la décision digitales. In: 21e Colloque Etienne Thil. Roubaix.
- PRIETO, M., STAN, V. and BALTAS, G. (2018). Collaborative Consumption: What Drives Participation in Carsharing ? In: BAM 2018 Conference. Bristol.
- PRIETO, M., BALTAS, G. and STAN, V. (2017). Consumer Choice of Car Sharing Services. In: British Academy of Management Conference. Warwick.
- PRIETO, M., STAN, V. and BALTAS, G. (2017). Consumer Involvement with Cars in European Urban Areas: What are the Key Sociodemographic Drivers ? In: 24th International Conference EIRASS. Vancouver.
- FEENSTRA, F., STAN, V. and GLERANT-GLICKSON, A. (2017). How creating value from an user experience with digital self-service information technologies in-store? In: IBCR International Conference / Contemporary Service Management and Service experience. Marrakech.
- PRIETO, M., STAN, V. and BALTAS, G. (2016). Consumer adoption of car sharing systems: A multinational Survey. In: 23rd International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS conference). Edinburgh.
- STAN, V., BALTAS, G. and PHILIPPAS, D. (2016). International out-shopping behaviour: A cross-country study in Eastern Europe. In: European Marketing Academy Conference (EMAC). Oslo.
- STAN, V. (2015). How switching costs moderate the relationship between loyalty and its antecedents. In: QUIS14 (14th International Research Symposium on Service Excellence in Management. Shanghai.
- STAN, V. (2015). Customer Loyalty Development in Retailing Sector: The Role of Switching Costs. In: 43rd EMAC Annual Conference. Valencia.
- STAN, V. (2014). Antecedents of customer loyalty in retailing sector : the role of switching costs. In: CERR Colloquium on European Research in Retailing. Brême.
- BOULAY, J. and STAN, V. (2012). French franchisors describe their ideal franchisee. In: Colloquium on European Retail Research. Paris, France.
- CAEMMERER, B. and STAN, V. (2012). Antecedents of Organisational Partner Satisfaction in a Public Sector Context. In: EMAC. Lisbon, Portugal.
- BOULAY, J. and STAN, V. (2011). Typology and characterization of franchisees' entrepreneurial profiles: An exploratory study of the French franchising industry. In: 25th Annual International Society of Franchising Conference. Boston, USA.
- CAEMMERER, B. and STAN, V. (2011). The Development of Organizational Partner Orientation. In: Academy of Marketing Science (AMS) Conference. Coral Gables, USA.
- JAKOBOWICZ, E., STAN, V. and LAURENT, G. (2010). PLS Path Modeling and customer satisfaction: A model building strategy to maximize predictive quality. In: European Marketing

Academy Conference (EMAC). Copenhagen.

STAN, V. and PREDA, C. (2010). Use of functional data analysis in marketing research. In: European Marketing Academy Conference (EMAC). Copenhagen.

BOULAY, J. and STAN, V. (2008). Recruter des franchisés entrepreneurs : un risque ou un atout pour un réseau ? In: 13e Journées de Recherche en Marketing de Bourgogne. Dijon, France.

STAN, V., JAKOBOWICZ, E. and LAURENT, G. (2008). Un nouvel algorithme permettant d'identifier un bloc d'items réfléchitifs par le test des tétrades. In: Congrès International de l'Association Française du Marketing (AFM). Paris.

STAN, V. and JAKOBOWICZ, E. (2008). Utilisation du test des tétrades pour caractériser les relations entre variables manifestes et variables latentes. La relation entre la satisfaction et ses antécédents. In: 7th International Marketing Trends Congress. Venise.

STAN, V., JAKOBOWICZ, E. and CALCIU, M. (2007). La satisfaction et la fidélité envers un portail Internet – une application de nouvelles méthodes de construction d'un modèle structurel pour des théories en cours de développement. In: Colloque international « e-Commerce et Gouvernance de l'Internet » – ECIG2007 – AIM – ITS – ISOC. Sousse.

STAN, V., CALCIU, M. and JAKOBOWICZ, E. (2007). Aide à la spécification du modèle de mesure pour les modèles d'équations structurelles utilisés en marketing. Application à la satisfaction et à la fidélité envers un portail Internet. In: Conférence de Satisfaction et Fidélité, organisée en collaboration avec Association Française du Marketing. Grenoble.

STAN, V. and SAPORTA, G. (2006). Une comparaison expérimentale entre les approches PLS (Partial Least Squares) et LISREL (Linear Structural Relationships). In: Journées de Statistique, section : PLS et Marketing. Clamart.

STAN, V. and SAPORTA, G. (2005). Conjoint use of variables clustering and PLS structural equations modelling. In: 4th International Symposium on PLS and Related Methods, application field: Innovation in PLS. Barcelone.

STAN, V. and SAPORTA, G. (2005). Customer satisfaction and PLS structural equation modeling. An application to automobile market. In: Symposium International on Applied Stochastic Models and Data Analysis, application field: Marketing. Brest.

STAN, V. and SAPORTA, G. (2005). Une étude comparative de logiciels de prévision automatique de séries chronologiques. In: Journées de Statistique. Pau.

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

Reviewer for an academic or professional publication

Since 2020 Ad-hoc reviewer, Journal of Retailing and Consumer Services

2018 - 2019 Ad-hoc reviewer, Journal of Cleaner Production

2018 - 2019 Ad-hoc reviewer, International Journal of Information Management

Service to the academic discipline

Reviewing activities for an academic conference

- Since 2018 Ad-hoc reviewer: Annual Conference, European Marketing Academy (EMAC), Belgium
- 2019 - 2019 Ad-hoc reviewer: Annual Conference, British Academy of Management (BAM), United Kingdom

Scientific committee of an academic conference

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