



Professeure (Full) Valentina STAN

Département de rattachement: Marketing and Retailing

Email: valentina.stan@essca.fr

INTÉRÊTS DE RECHERCHE

- Gestion de la relation client
- Économie collaborative

DOMAINE D'ENSEIGNEMENT

- Recherche en marketing
- Gestion de la relation client

FORMATION

Diplôme le plus élevé :

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|------|---|
| 2005 | Doctorat (PhD), Sciences de Gestion, Marketing, Conservatoire National des Arts et Métiers (CNAM) Paris, France |
| 1998 | DEA en Sciences de Gestion, Universitatea din Bucuresti, Roumanie |

EXPÉRIENCE PROFESSIONNELLE

Vie et positions académiques

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| Depuis 2014 | Professeure, ESSCA School of Management, France |
| 2024 - 2024 | Chercheuse invitée, University of Technology Sydney (UTS), Australie |
| 2011 - 2014 | Professeure associée, ESSCA School of Management, France |
| 2007 - 2011 | Professeure assistante, ESSCA School of Management, France |
| 2006 - 2007 | Assistant temporaire d'enseignement et de recherche, Université de Cergy-Pontoise, France |
| 2005 - 2006 | Assistant temporaire d'enseignement et de recherche, Conservatoire National des Arts et Métiers (CNAM) Paris, France |

Vie professionnelle

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| 2002 - 2003 | Consultante, DECISIA (SPAD), France |
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PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

STAN, V., BALTAS, G. et 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. et 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. et 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. et 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. et 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. et 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. et CATTAN-JALLET, R. (2013). Customer Loyalty Development: The Role of Switching Costs. *Journal of Applied Business Research*, 29(5), pp. 1541-1554.
- BOULAY, J. et 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.

Chapitres d'ouvrages

- STAN, V. et SAPORTA, G. (2010). Conjoint use of variables clustering and PLS structural equations modelling. Dans: 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.

Conférence proceedings

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

Communications (conférences avec comité de sélection)

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

Academy Conference (EMAC). Copenhagen.

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

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

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

STAN, V. et 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. Dans: 7th International Marketing Trends Congress. Venise.

STAN, V., JAKOBOWICZ, E. et 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. Dans: Colloque international « e-Commerce et Gouvernance de l'Internet » – ECIG2007 – AIM – ITS – ISOC. Sousse.

STAN, V., CALCIU, M. et 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. Dans: Conférence de Satisfaction et Fidélité, organisée en collaboration avec Association Française du Marketing. Grenoble.

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

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

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

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

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

Évaluateur d'une publication académique / professionnelle

Depuis 2020 Évaluateur ad-hoc, Journal of Retailing and Consumer Services

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

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

Service à la discipline

Travaux d'évaluation pour une conférence académique

- Depuis 2018 Évaluateur ad-hoc : conférence annuelle, European Marketing Academy (EMAC), Belgique
- 2019 - 2019 Évaluateur ad-hoc : conférence annuelle, British Academy of Management (BAM), Royaume Uni

Comité scientifique d'une conférence académique

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