



Associate Professor Faten MALEK

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Senior Consumer Behavior and aging
- Sensorial Marketing
- Digital Marketing
- Corporate game

TEACHING DOMAINS

- Sensorial marketing
- Consumer behavior
- Marketing
- Sales force management
- E-marketing
- International Marketing
- Marketing of SMEs
- Corporate game

EDUCATION

Highest degree :

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| 2013 | Doctorate/PhD, Business administration, Marketing, Université de Tunis El Manar, Tunisia
<i>Contexte émotionnel et persuasion publicitaire : pour une prise en compte du vieillissement affectif</i> |
| 2013 | Doctorate/PhD, Management Science, Marketing, Université Bretagne Sud, France |
| 2008 | Master of Research in Marketing, Université de Tunis El Manar, Tunisia |
| 2005 | Degree in Business administration, Marketing, Institut Supérieur de Gestion de Tunis, Tunisia |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2020 | Associate Professor, ESSCA School of Management, France |
| 2016 - 2020 | Assistant Professor, ESSCA School of Management, France |
| 2013 - 2016 | Faculty, France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

- 2012 - 2013 Temporary Research and Teaching Assistant, France
- 2011 - 2012 ATER, Université Paris-Saclay - Paris 11, France
- 2009 - 2010 Lecturer, Université de Rennes 1, France

Professional experience

- 2013 - 2014 Head of professionalization in the Administration and International Exchange, France

GRANTS AND HONORS

- 2019 Best qualitative research ATM-Sphinx Award, Association Tunisienne du Marketing (ATM), Tunisia

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

DAVID IGNATIEFF, A., BRAUN, O., RÉTHORÉ, C., MALEK, F. and BEN DAHMANE MOUELHI, N. (2024). Comment la co-cr  ation contribue t-elle    renforcer le capital marque ? Le cas de « C'est Qui Le Patron »?", *Recherche et Cas en Sciences de Gestion*, 26(2), pp. 57-76.

SABRI, O., DOAN, H.V., MALEK, F. and BACHOUICHE, H. (2020). When is transparent packaging beneficial? *International Journal of Retail and Distribution Management*, 48(8), pp. 781-801.

DROULERS, O., LACOSTE BADIE, S. and MALEK, F. (2015). Age-related differences in emotion regulation within the context of sad and happy TV programs. *Psychology and Marketing*, 32(8), pp. 795-807.

MALEK, F., BEN DAHMANE MOUELHI, N. and DROULERS, O. (2014). Les s  niors et les jeunes   valuent-ils diff  remment les Publicit  s? Prise en compte du contexte de programmation t  l  vis  e et vieillissement. *D  cisions Marketing*, Num  ro Sp  cial sur les s  niors(76), pp. 95-108.

LACOSTE-BADIE , S., MALEK, F. and DROULERS, O. (2013). Influence d'un contexte de programme triste sur le processus de persuasion publicitaire chez des adultes jeunes et   g  s. *Recherche et Applications en Marketing*, 28(1), pp. 5-26.

SKANDRANI, H., BEN DAHMANE MOUELHI, N. and MALEK, F. (2011). Effect of store atmospherics on employees' reactions. *International Journal of Retail and Distribution Management*, 39(1), pp. 51-67.

Chapters in book

RANNEN, Y., BEN DAHMANE, N. and MALEK, F. (2020). Interactivity: A Key Element for Future Digital Communication. In: Bach Tobji M.A., Jallouli R., Samet A., Touzani M., Strat V.A., Pocatilu P. eds. *Digital Economy. Emerging Technologies and Business Innovation. ICDEc 2020 Processing*. 1st ed. Cham: Springer, Cham, pp. 126-138.

KALIA, P., BEN DAHMANE MOUELHI, N., TEBESSI HACHANA, S., MALEK, F. and DAHMEN, M. (2019). Using Social Networking Sites: A Qualitative Cross-Cultural Comparison. In: Somani A., Ramakrishna S., Chaudhary A., Choudhary C., Agarwal B. eds. *Emerging Technologies in Computer Engineering: Microservices in Big Data Analytics. ICETCE 2019*. 1st ed. Berlin: Springer, Cham, pp. 269-285.

Conference proceedings

NAAT, W. and MALEK, F. (2022). Publicité personnalisée en ligne : quel impact sur la perception d'une intrusion publicitaire chez les adolescents ? In: *Proceedings of 21th International Marketing Trends Conference 2022 Roma*, ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann. Paris-Venice Marketing Trends Association.

KHALFALLAH, C., MALEK, F. and BEN DAHMANE-MOUELHI, N. (2021). Seniors' motivations in luxury consumption: A cross-cultural comparison between France and Tunisia. In: *Proceedings of 20th International Marketing Trends Conference 2021 Venice*, ed. Alberto Pastore, Julien Schmitt, Julio Jimenez, Klaus-Peter Wiedmann. Paris-Venice Marketing Trends Association.

Conference paper (with selection committee)

NAAT, W., MALEK, F. and KAROUI, S. (2022). Ne touche pas à ma vie : Adolescents et publicité personnalisée. In: Congrès de l'Association Française du Marketing (AFM). Tunis.

KHALFALLAH, C., MALEK, F. and BEN DAHMANE-MOUELHI, N. (2021). Les émotions et les antécédents impliqués dans la consommation des produits de luxe chez les seniors. In: 37e Congrès International de l'AFM. Université d'Angers.

MALEK, F., KHALFALLAH, C. and BEN DAHMANE MOUELHI, N. (2020). What Luxury for the Silver Generation Market? Seniors' Motivations in Luxury Consumption. In: 18th Annual International Conference on Marketing, ATINER.

RANNEN, Y., BEN DAHMANE, N. and MALEK, F. (2020). Interactivity: A key element for future digital communication. In: International Conference on Digital Economy ICDEc. Bucharest.

ABBES, I., MALEK, F. and BEN MAJED, S. (2019). Star grâce à mon blog ! Les déterminants du pouvoir des influenceurs : le cas d'un blog personnel de mode. In: 17e Colloque de l'ATM Association Tunisienne de Marketing. Hammamet.

MALEK, F. (2019). Using social networking sites: A qualitative cross-cultural comparison. In: International Conference on Emerging Technologies in Computer Engineering. Jaipur.

MALEK, F. (2017). Cultural influences on the use, motivation, constraints and consumer decision-making process of social networkings site: A qualitative analysis of Tunisian context. In: 1re Journée de recherche sur les pays d'Afrique. Lille.

MALEK, F., BEN DAHMANE MOUELHI, N., PELET, J. and GHACHEM, F. (2016). Imiter n'est pas copier : c'est l'essence de la société. In: Colloque International de l'Association Maghrébines de Marketing (AMM).

MALEK, F., BEN DAHMANE MOUELHI, N. and SKANDRANI, H. (2014). Consumer behavior in crowding situation. In: ACR North American Conference. Baltimore.

MALEK, F. (2012). La régulation émotionnelle dans un contexte publicitaire mesure des réponses affectives des adultes jeunes et âgés exposés à un contexte de programme triste. In: 11th International Marketing Trends Conference. Venice.

MALEK, F. (2012). Effet d'un contexte de programme triste sur les réponses affectives et l'évaluation de l'écran publicitaire inséré chez des adultes jeunes et âgés. In: 10e Colloque international de l'Association Tunisienne de Marketing.

MALEK, F. (2009). Influence des facteurs d'atmosphère d'un point de vente sur les réactions des employés. In: 25e Congrès de l'Association Française de Marketing. Londres.

MALEK, F. (2009). Effect of Store Atmospherics on the Employees internal and behavioral responses: The case of ready to wear stores employees. In: 8th International Marketing Trends Conference, Paris.

Published Case Studies

DAVID IGNATIEFF, A., BRAUN, O., RÉTHORÉ, C., MALEK, F. and BEN DAHMANE MOUELHI, N. (2024). C'est Qui Le Patron » se demande qui sera vraiment le patron demain ? Recherche et Cas en Sciences de Gestion, pp. 107-129.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2023 Ad-hoc reviewer, Management International

Since 2021 Ad-hoc reviewer, Qualitative Market Research

Service to the academic discipline

Membership in an academic association

Since 2012 Professional affiliation, Association Française du Marketing (AFM), France