



Assistant Professor Aranzazu GAZTELUMENDI

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Innovation
- New consumption practices
- Consumer experience
- The creative and cultural industries

TEACHING DOMAINS

- Marketing
- Consumer experience

EDUCATION

Highest degree :

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| 2022 | PhD in Marketing, Bourgogne University, France
<i>L'influence de la perception de l'innovativité artistique sur l'expérience et le comportement de consommation culturelle des publics : le cas de l'opéra</i> |
| 2017 | Master 2 Research and Consulting in Management Sciences, IAE Dijon, Bourgogne University, France |
| 2016 | Master 1 Droit et management de la culture et des médias, IMPGT, Université Aix-Marseille, France |
| 2015 | Master 2 Research in Theory and Practice of Contemporary Art,, Université Aix-Marseille, France |
| 2011 | Bachelor of Fine Arts, Universidad Centroccidental Lisandro Alvarado, Venezuela |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2023 | Assistant Professor, ESSCA School of Management, France |
| 2022 - 2022 | Temporary Research and Teaching Assistant, IUT Colmar, FMA, Université de Haute Alsace, France |
| 2021 - 2021 | Temporary Research and Teaching Assistant, Bourgogne University, France |
| 2020 - 2020 | Doctoral contract with complementary teaching activities, IAE Dijon, Bourgogne University, France |
| 2017 - 2020 | Doctoral contract, Bourgogne University, France |
| 2019 - 2019 | Doctoral contract with complementary teaching activities, IUT Dijon-Auxerre, |

PROFESSIONAL EXPERIENCE

Academic experience and positions

Bourgogne University, France

Professional experience

- 2016 - 2016 Cultural project management, La Noria, France
- 2013 - 2014 Cultural project management, "Salsita" cultural group, Salsita
- 2010 - 2011 Co-coordinator of temporary exhibition programming, Ateneo de Cabudare
- 2008 - 2011 Visual Artist, Independent Company

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

HUAMAN-RAMIREZ, R., GAZTELUMENDI, A., BHATTI, Z.A., GUZMAN, F. and PFIFFELMANN, J. (2026). Fight for me and I will be with you": How product deciphering app digital activism influences user loyalty. *Information and Management*, 63(1), pp. 104240.

GAZTELUMENDI, A. and HUAMAN-RAMIREZ, R. (2024). Artistic experience in the context of nonprofit arts organizations: Dimensions, measurement, and consequences. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 35(4), pp. 736–757.

Conference paper (with selection committee)

GAZTELUMENDI, A. (2024). Consumers' cultural practices as a predictor of artistic product innovativeness. In: International Conference on Arts and Cultural Management AIMAC. ISCTE, Lisbon University Institute.

GAZTELUMENDI, A. and HUAMAN-RAMIREZ, R. (2024). Artistic experience in the context of nonprofit arts organizations: Dimensions, measure, and consequences. In: AMS Annual Conference. Coral Gables, FL.

HUAMAN-RAMIREZ, R., GAZTELUMENDI, A., BHATTI, Z.A. and GUZMAN, F. (2024). "Fight for me and I will be with you": How product deciphering app digital activism influences user behavior. In: 2024 AMS World Marketing Congress. Bel Ombre.

GAZTELUMENDI, A. and HUAMAN-RAMIREZ, R. (2023). Customer experience in the context of the arts and culture: The case of Opera. In: American Marketing Association (AMA) Summer Academic Conference. San Francisco.

GAZTELUMENDI, A., BOURGEON, D. and HUAMAN-RAMIREZ, R. (2022). Experiencing artistic innovativeness in Opera shows. In: 16th International Conference on Arts and Cultural Management (AIMAC). Mexico City.

GAZTELUMENDI, A., HUAMAN-RAMIREZ, R. and BOURGEON-RENAULT, D. (2022). How do consumers perceive artistic innovation? Scale development and validation. In: 38e Congrès International de l'Association Française du Marketing (AFM). Tunis.

GAZTELUMENDI, A. (2021). A conceptual model of the impact of artistic innovativeness on consumption experience and satisfaction of opera shows. In: 2nd International Workshop on Innovation, Culture and Tourism. Dijon.

GAZTELUMENDI, A., BOURGEON-RENAULT, D. and PINZON, J.D. (2019). The impact of artistic innovation on the public's dispositions at the Opera: a cultural dissonance approach. In: 15th International Conference on Arts and Cultural Management (AIMAC). Venice.

GAZTELUMENDI, A. and BOURGEON-RENAULT, D. (2018). L'impact de l'incongruence d'un produit culturel nouveau sur l'acceptabilité d'une innovation artistique : un cadre théorique. In: 4e

HUAMAN-RAMIREZ, R., PINZON, J.D. and GAZTELUMENDI, A. (2016). The feeling of strangeness as an aspect of the contemporary art museum experience: conceptualization and consequences. In: Association for Consumer Research (ACR). Berlin.

PINZON, J.D., HUAMAN-RAMIREZ, R. and GAZTELUMENDI, A. (2016). The feeling of strangeness in the contemporary art consumer experience: Using video-elicitation to understand values registers. In: Consumer Culture Theory (CCT). Lille.

GAZTELUMENDI, A., HUAMAN-RAMIREZ, R. and PINZON, J.D. (2016). L'expérience de consommation culturelle dans un musée d'art contemporain à partir du sentiment d'étrangeté : un cadre théorique. In: International Marketing Trends (IMT). Venice.

Presentation in a research seminar

GAZTELUMENDI, A. and HUAMAN-RAMIREZ, R. (2023). Consumers' cultural practices as a predictor of artistic product innovativeness. In: Journal of Product Innovation Management Paper Development Workshop. San Francisco State University, Lam Family College of Business.

GAZTELUMENDI, A. (2020). Artistic innovativeness of Opera shows and its impact on the consumption experience. In: AIMAC Doctoral Symposium in the Cloud.

RESEARCH ACTIVITIES

Service to the academic discipline

Reviewing activities for an academic conference

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| Since 2024 | Ad-hoc reviewer, annual congress, Academy of Marketing Science (AMS), United States of America |
| Since 2023 | Ad-hoc reviewer, annual conference, American Marketing Association (AMA), United States of America |
| Since 2023 | Ad-hoc reviewer, annual conference, Association Française du Marketing (AFM), France |
| Since 2023 | Ad-hoc reviewer, IMTC annual conference, Venise-Paris Marketing Association, France |

Membership in an academic association

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| Since 2020 | Membre du groupe d'intérêt thématique (GIT) Innovation et marketing de la culture et du tourisme, Association Française du Marketing (AFM), France |
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Organisation/facilitation of webinars, seminars, roundtables

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| 2019 - 2020 | "6e Journée de Recherche en Marketing du Grand Est", Centre de Recherche en Gestion des Organisations (CREGO), Université de Bourgogne (uB), Université Franche-Comté (uFC) et Université de Haute-Alsace |
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Organising committee of a conference

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| 2019 - 2020 | "Workshop International Innovation Culture et Tourisme", Centre de Recherche en Gestion des Organisations (CREGO), Université de Bourgogne (uB), Université Franche-Comté (uFC) et Université de Haute-Alsace |
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